SIXTY-SIXTH YEAR

The Billboard

DECEMBER 31, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Stores' Unit Record Sales Up 31 Per Cent

Purchases of Singles Up 26 Per Cent; LP's Rocket 44 Per Cent Above 1959

By BOB ROLONTZ and TOM NOONAN

NEW YORK—The past year is expected to go down as a banner one for disk sales. As of December 3, 1960, unit sales of records in retail record shops were running 31 per cent ahead of 1959.

Broken down into categories, as of December 3, single records were up 26.1 per cent in units as against the first 48 weeks of 1959, while LP unit sales were a whopping 44 per cent. Only EP disks had fallen behind, witb the extended play 45 off 10 per cent in unit sales in 1960 as against the first 48 weeks of 1959. It was expected that Christmas business would make the LP and singles unit sales go even higher by the time all the returns were in.

LP records accounted for 73 per cent of dealer dollar sales in 1960, and 37 per cent of dealer unit sales were up 72.7 per cent in retail stores in 1960 as against 1959, while mono unit sales topped 1959 by 37.3 per cent.

Big Four Weeks

The period from November 7 through December 3, was one of the best four weeks for dealers since tbe start of 1960, in both LP's and singles. A total of 6.7 million singles moved across dealer's counters in these four weeks, while a total of 4.5 million LP's were purchased in retail stores. Of these 4.5 million LP units, one million were stereo disks.

Usually the four-week period in November is a slow time for dealers. But in November 1960, unlike November 1959 or 1958, sales boomed. Singles in November of this year were up 91.1 per cent over November 1959, and LP's were up 66.7 per cent as against 1959.

These statistics are derived from the current report analyzing national trends of record sales in retail record stores, as prepared by The Billboard every four weeks under the supervision of the New York University School of Retailing. The complete confidential reports, issued to regular subscribers of this service, also provide competitive figures by label, broken down by speed, price, and mono vs. stereo sales. The reports are compiled from diaries of actual cash-register sales made by a scientifically selected, rotating sample of record dealers across the nation.

Total Sales View

The percentage used in these reports are based on gross unit sales of all records in retail stores across the country. They give a total picture of record sales, not an individual one per dealer. It is obvious that with price-cutting, discounting, etc., an individual dealer's unit sales can be up and yet total income for that dealer in 1960 as against 1959 can be less. At the same time, it is possible for a store to sell less units—at a higher price (stereo records for instance)—and come up with a higher income and a better profit picture than before.

National unit sales figures also do not reflect regional variations in the sales pattern. Areas of high unemployment or layoffs usually reflect weaker sales than a boom

(Continued on page 4)

EUNUCHS FAIL AS FIXERS FOR HAREM PHONOS

GENEVA — Emissaries of Qatar's oil-rich Emir Ali ben Abdullah are recruiting a crew of technicians to service juke boxes recently purchased by the emir for his harem.

Sources here disclosed that the emir has been unable to train his palace staff in juke box servicing and repair, as had been planned.

The emir originally had intended to school half a dozen eunuchs from his staff. Several eunuchs, it was disclosed, were sent to Western Europe, accompanied by an interpreter, to take juke box maintenance instruction.

This project bogged down in linguistic difficulties, despite the interpreter, and because of the general lack of mechanical aptitude on the part of the eunuchs.

The emir then closed out this project, and, after several boxes stopped playing and the girls staged a series of noisy protest scenes, Abdullah dispatched emissaries to recruit technicians.

The sources here said the harassed harem proprietor then decided to enlist professional assistance. Three coin macbine service experts will be signed to two-year contracts. It is understood that they will be permitted to take their wives to Qatar, will have quarters furnished them, and will receive other prerequisites.

Radio Calls Comics To Break Up Solid Music-News Format

Disk Distribs Note Album Sale Hike As Stations Use More Comedy Fare

By JUNE BUNDY

NEW YORK — In an effort to bring more individuality and variety to the traditional music and news format, radio stations across the country are beginning to integrate segments of best-selling comedy albums into their musical programming.

Comedy LP's have been top items on the best-selling album charts for some time, but heretofore their local radio exposure has been limited with the bulk of their broadcasting exposure garnered from guest shots (by the comics) on network TV shows, plus nitery dates and word-of-mouth.

Now that deejays are starting to program comedy LP's on an extensive basis, the comedy albums should become even bigger sellers than they are today.

For example, station WNTA, Newark, N. J., features a "Comedy Corner" LP segment each hour from 7 a.m. to 7 p.m. daily, and production manager Sid Sirulnick reports that local distributors report that sales have risen proprotionately in the area on comedy LP's exposed by WNTA. Two standout examples, said Sirulnick, are Betty Walker's Coral album and Carl Reiner and Mel Brooks "2,000 Years" on World Pacific.

The outlet, which covers the New York City listening area as well as New Jersey, last week launched a special ad campaign in key New York newspapers to publicize its new "Comedy Corner" programming. Photos of eleven LP comedians — Shelly Berman, Jean Carroll, Buddy Hackett, Alan King, Sam Levenson, Bob Newhart, Mike Nichols and Elaine May, Louis Nye, Peter Ustinov and Jonathan Winters—were featured in the ads.

Sirulnick said the comedy LP segments aren't limited to any specific time. "We just let them run long enough to make up a complete sequence," he explained. "Mort Sahl, for example, takes 10 minutes or more to round out one story."

In addition to playing the comedy album segs, WNTA also spotlights live appearances by LP comics in interview sessions with WNTA jocks. Betty Walker and Jonathan Winters are among those who have made quest appearances, and Nichols and May are scheduled to visit the station shortly. The station screens all comedy LP material, of course, and selects what is "clean and funny." Lenny Bruce is about the only big comic whose material can't be aired, according to Sirulnick.

In line with this, deejay Rod Roddy, KQV, Pittsburgh, bas worked out a way to use Lenny Bruce on the air, even though he agrees that the comic's recorded material (of tbe sick-nik school) is somewhat dubious broadcasting fodder. During a recent Bruce engagement at a Pittsburgh night club, The Fallen Angel, Roddy recorded a series of ad-lib interviews with tbe comic. The results were so funny that Roddy edited the interviews into a series of separate "hits" which were featured by the jockey throughout November and December. The material, said Roddy, is similiar to that used by Bruce on recordings, but avoids offensive references to such things as physical afflications.

Roddy has also recorded a two-

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Presley Cops Sales Honors

NEW YORK — Single record sales came back strongly in 1960. Biggest million-seller of all for the fifth year in a row was Elvis Presley, who had three records of over a million: "Stuck on You," "It's Now or Never" and "Are You Lonesome Tonight."

Some of the other million-sellers during 1960 include: "Theme From a Summer Place" with Percy Faith; "He'll Have to Go" with Jim Reeves; "Twist" with Chubby Checker; "Finger Poppin' Time" with Hank Ballard and the Midnighters; "Itsy Bitsy ... Bikini" with Brian Hyland; "I'm Sorry" with Brenda Lee; "Cathy's Clown" with the Everly Brothers; "Running Bear" with Johnny Preston; "Teen Angel" with Mark Dinning; "El Paso" with Marty Robbins; "Only the Lonely" with Roy Orbison; "Handy Man" with Jimmy Jones, and "Everybody's Somebody's Fool" with Connie Francis.

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NEWS OF THE WEEK

A Look at the New Disk Year . . .

A look at the new disk year, 1961, indicates that manufacturers will face rougher competition: distributor ranks will grow, and the retailers' lot may improve over 1960. . . . .Page 2

Wallichs Outlines Capitol's 1961 Guideposts . . .

Capitol President stresses quality aspect of product; analyzes singles, albums, stereo, and dealer problems. . . . . Page 3

S. D. Juke Box Operator Blasts Record Industry on Stereo Singles . . .

Gordon Stout, veteran coin machine operator and a director of the Music Operators of America, charged that "either in the production or in the distribution end of the record business, or both, we operators have been let down." He questioned whether the new 33-speed single would solve any problems. . . . . Page 61

Liberty, Roulette, Epic, Warners Offer Special January LP Deals . . .

Dealers and distributors last week were offered a flock of special deals on new and catalog LP products for January. The LP merchandising plans are backed by extensive display material and advertising campaigns. Labels included Roulette, Liberty, Epic and Warner Brothers. . . . . Pages 2, 3, 4

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Comic Albums Still Strong

NEW YORK—Comedy albums continue to show up strongly on the best-selling album charts. This week's Monophonic Action chart lists six comedy LP's—two by Bob Newhart (No. 2 and 3), "Knockers Up" by Rusty Warren (No. 19), "Edge of Sbelley Berman," (No. 22), and two by Brother Dave Gardner (No. 30 and 34.)

"The Button Down Mind of Bob Newbart" bas been on tbe chart for 34 weeks; while Gardner's "Rejoice Dear Hearts" LP has made the list for 28 weeks. On the Essential Inventory Monophonic Action chart, "Inside Shelley Berman" is No. 2 after 89 weeks on tbe cbart. "Woody Woodbury Looks at Life" is No. 12 after 43 weeks of listings.

How 1961 Disk Year Looks— From Trade's Varied Angles

Mfr. Competition Up; Majors Strong In Singles; Distrib Group Expands

By BOB ROLONTZ

NEW YORK—As the new year starts, many segments of the record industry, manufacturers, distributors and dealers, are wondering what 1961 will bring. The questions about the record industry concern such things as the future of single records, price-cutting, record clubs, trends in music, trends in records and all of the myriad problems that have been the lot of the record business over the past few years.

From the manufacturer point of view, according to astute trade observers, competition will heighten in 1961, continuing a trend that has been evident for the past five years. This intensified competition is expected to make it rougher on the smaller firm, and will call for new and novel ideas from the larger record firms in the way of material, packaging, promotion and advertising campaigns. More and more manufacturers are expected to turn to consumer advertising to aid sales not only of albums, but also of singles, and especially the new compact 33 single. Album packages will grow more elaborate, as exemplified by the RCA Victor packaging of its new Stereo Action line.

In addition to consolidating their hold even more firmly in the album field last year, the larger firms, RCA Victor especially, made a strong showing in the single record field. Although the indies can always be expected to come up with hits, the old days—when the indies had the majors almost out of the singles field—are not expected to return in 1961. If anything, according to the reports indicating the money that many of the larger firms are now willing to put up for strong single artists on smaller labels, the large firms may do even better in singles in 1961 than they did in 1960.

Manufacturers can also be expected to seek, work on and come through with more and more new ways to market records. Columbia right now is testing a door-to-door sales campaign, and it is known other manufacturers are looking for new markets for records. The idea of these new merchandising methods will be to bring non-record buyers into the record field and hope that they will become regular dealer customers. With the feeling on the part of some tradesters that record clubs have almost reached their saturation peak, it can be antici-

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Distribs Hire Agency to Do Monthly Plugs

PHILADELPHIA — Bob Heller and Gene Canter, operators of Flying Record Distributing Company here, have hired Rothstein Advertising Agency to come up with a new promotion-exploitation scheme every month of the new year. The entire plan is designated "New Frontiers in Record Distribution."

For January, the plan centers on the idea of building a new artist, particularly a female artist, since according to Canter and Heller, "from a recent survey we found that the industry needs more female singers."

Under the plan, the artist will be invited to Philadelphia where pictures will be taken with all local deejays. These will be made into a booklet for giveaway at record shops. The artist will appear on up-State TV shows in Scranton, Allentown and Reading in addition to the Quaker City and will also go out on a number of record hops in the area.

Diners' Tests FM Radio Pull on Disk Club Pitch

HOLLYWOOD — Diners' Record Club is testing the powers of FM radio as a means of recruiting members here with the understanding that should the test prove favorable, the club will harness the media on its behalf in all the major markets throughout the land. Diners' is buying spot announcements on Station KRHM (FM) offering any album the listener hears played on the station at $1 for either stereo or monaural as a means of introducing him to "the benefits of the club."

When the requested album is shipped to the FM-listening prospect, it is accompanied by a pitch aimed at selling them on joining the club. According to inside sources at Diners', the test is paying off with a heavy deluge of inquiries. Club Chief Bernard Solomon is known to be studying the results carefully to see what part FM will play in the organization's ad future.

Key to the test, however, is not the number of inquiries the club receives, for these are spurred by the lure of getting LP's which sell from $3.98 to $5.98 for a mere buck. Diners' decision to move into FM will depend upon how many of these inquiries can be converted into members. The test is still too new for Diners' to have crystalized a conversion rate. In all its other advertising, the club has avoided calling for inquiries. Ads have been so framed that any one who sends in a coupon automatically applies for membership.

Record clubs have been one of the heavy advertisers in the printed media. If FM can deliver club membership at a cost-per-thousand rate on a par with publications, it may well come in for a share of the multi-million dollar annual record club ad budget.

A. Kaminstein U. S. Register Of Copyrights

WASHINGTON — Abraham Kaminstein has been appointed Register of Copyrights, according to an announcement by Librarian of Congress L. Quincy Mumford, Christmas Eve. Kaminstein has served as acting register of copyrights since the death of Arthur Fisher early in November.

Kaminstein has been connected with the copyright office for 13 years. He is the author of "Divisibility of Copyrights," one of the studies made in preparation for the proposed revision of the present Copyright Law.

(Continued on page 13)

LOST IN CATTLE DRIVE?

Latest Nielsen Rating Says Music's TV Appeal Slipping

NEW YORK — Music apparently hath little charm for TV audiences these days. The latest Nielsen rating (for two weeks ended December 4), lists 20 top video shows and only one of them—Ed Sullivan's CBS-TV program (tied with Danny Thomas for 15th place)—features musical talent.

Westerns dominate, with "Wagon Train," "Gunsmoke" and "Have Gun" taking the first three places in the order named. The rest of the list includes detective shows, audience - participation programs, a dramatic series, several situation comedies, Jack Benny, Red Skelton, and still more Westerns. Perry Como, whose old Saturday night telecast practically always made the Top-20, isn't on the current list.

Meanwhile, though, the net works continue to emphasize music on their specials, and NBC-TV will kick off a regular music series, Mitch Miller's "Sing Along With Mitch," January 27 from 9 to 10 p.m. Sponsored by P. Ballentine & Sons, brewers, the show — in color — will alternate with the "Bell Telephone Hour." In addition to Miller's Sing Along Gang (25 male voices) the program will feature guest canaries Diana Trask, Leslie Uggams, and Gloria Lambert. More than 30 songs will be sung during the hour telecast.

In the TV-special field, CBS-TV will air "The Gershwin Years" January 15 from 8 to 9:30 p.m. Emseed by Richard Rodgers, the show will spotlight Ethel Merman, Maurice Chevalier, Florence Henderson, Julie London and Ron Hussmann, the new young discovery from Broadway's "Tenderloin" musical.

On the show, Rodgers will point out the difficulties faced by songwriters in any era. For example, Gershwin originally wrote "The Man I Love" in ragtime tempo, and it was cut from three successive shows before it finally became a hit in the bistros of Paris. Later, it became popular in the U. S.

NEW MERC LP HAS BIG SOUND

NEW YORK — Mercury Records' first album in its new Living Presence Sound Series is Beethoven's "Wellington's Victory" by Antal Dorati and the Minneapolis Symphony Orchestra. A successor to the label's long-time best seller "1812 Overture," the new LP features 188 cannon shots, plus extensive firing by muskets.

The "1812 Overture" album, also cut by the Minneapolis Symphony and Dorati, has been on The Billboard's best - selling classical album charts since it was first released in 1956, and is noted for its authentic cannon-firing sounds.

The new package, produced under the supervision of Mercury's classical chief Wilma Cozart, spotlights even more gunplay—utilizing three different cannons and a flock of flint-lock muskets — all early 19th century museum pieces. The firing sounds were recorded at West Point (as was the "1812" LP) with special old firearms experts doing the firing. The shots are synchronized with the music exactly as indicated on the score by Beethoven.

Lanin Album Kicks Off Epic Jan. Program

NEW YORK — Epic Records has come up with a sales program for January. Kicking off the program instituted by Sales Chief Al Fishman is a new Lester Lanin album, his 12th, called "Lester Lanin Plays Latin." This record will retail for $2.98 for the month of January, for both the stereo and monaural versions. Dealers will receive their full markup on the Lanin disk, which celebrates the ork leader's fifth anniversary at Epic.

In addition to the Lanin special, Epic is offering distributors a special discount on all other albums, both popular and classical. All monaural albums, with the ex-

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FCC Hails Its Payola Action

WASHINGTON — The outlawing of payola and rigged quiz shows was hailed by Federal Communications Commission Chairman Frederick W. Ford as an example of co-operative relationship between FCC and Congress January 1.

In a year-end statement, Chairman Ford said the co-operative relationship produced, almost in record time, changes in the basic communications law to require employees and others to disclose to station owners that payment has been made or received for the broadcasting of "program matter."

Ford said the new amendments to the law approach the problem in a way the Commission could not — a criminal statute which reaches not only broadcast licensees but any person who knowingly participates in the outlawed practice.

Other amendments make it clear that the FCC has the power to issue broadcast licenses for less than a three-year period where an early review of a licensee's past performance may be required in the public interest, and empower the Commission to levy fines up to $10,000 for wilful or repeated infractions of its rules.

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WALLICHS CHARTS CAP LABEL'S 1961 POLICIES

HOLLYWOOD—Capitol Records will adhere to a "quality up, quantity down" policy during the forthcoming year, according to the course charted hy its president, Glenn E. Wallichs. CRI's chief executive set the new year's goals in light of his firm's past year gains as follows:

Artists and Repertoire

"For 1961, our basic aim will be to give dealers increased sales through a decreased number of releases. Under the leadership of Alan Livingston, our new vice-president of creative services, our a.&r. producers will exercise the highest degree of selectivity with regard to both the artists and the material they record. We shall view each album we produce in 1961 with the idea that a definite need must exist for that album in the market place. In recent years we've all been guilty of putting out albums on more or less an experimental basis, as though they were singles. As a result, today no dealer can possihly stock all the albums put out hy our industry and many worthy albums do not achieve the exposure they deserve.

"In 1960, Capitol was able to maintain its position of prominence on the charts and to give the industry albums like Nat Cole's 'Wild Is Love,' which achieved chart status in a remarkably short period of time. In addition, we were pleased to offer original-cast recordings of two of the season's outstanding Broadway shows, 'Tenderloin' and 'The Unsinkable Molly Brown,' as well as the motion-picture sound tracks of 'Can-Can' and 'Bells Are Ringing' and we enjoyed success with alhums like 'Ports of Paradise,' 'Latin a la Lee,' various Kingston Trio albums, 'This Is the Hollywood Bowl,' and Ernie Ford's specially packaged religious albums, 'Sing a Spiritual With Me' and 'Sing a Hymn With Me.' In 1961, we shall endeavor to produce more albums of this kind—again, as part of our philosophy of quality up, quantity down.'

Single Records

"The year 1960 proved an important year for Capitol in single records. As a result of a revitalized singles operation headed by our vice-president for Eastern operations, Joseph Csida, our single efforts are now beginning to show excellent results with more disks on the charts and more sales through dealers. Capitol has every intention of continuing to revitalize and modernize the entire singles function in all areas—a.&r., merchandising, promotion, distribution.

"Along these lines, we are most enthusiastic about the future potential of '33' singles and doubles. The development of the industry drive to bend the record business toward a one-speed foundation through the '33' single and double may well give our industry the fresh excitement it needs. We support the drive for a one-speed industry wholeheartedly because we feel that such a move is without question in the industry's best interests. We expect the '33' to win back to singles many album buyers who have, over a period of years, lost interest or found no interest in the material offered on the majority of '45' singles; and at the same time we expect '33' singles and doubles to play an important role in creating album interest among younger buyers. Right now, a number of '33' singles and douhles are being readied by Capitol for release early in the new year. We think that several items on our first release will stir up a great deal of excitement among dealers and win hroad consumer acceptance. As has been the case with '45' singles, our '33' singles and douhles efforts will lay great stress on the development of new artists; hut at the same time, we shall continue to do our best with our estahlished favorites."

Stereo

Wallichs found Capitol's stereo sales during the past year showed a 38 per cent increase over the previous year. He predicts that the forthcoming year will show further increases in stereo's share of the record market.

International

The record business during the past several years has become increasingly glohal, Wallichs said. "Capitol's aims," he said, "will be to work toward a greater integration of our domestic and foreign activities for the dual purpose of giving our domestic artists greater international exposure with increased sales abroad, and of exposing in this country the talents of new artists from abroad. Through our EMI relationship, we are in a unique position to strengthen the international aspect of our business—an aspect which we believe will become increasingly important to our entire industry in the Sixties.

Illegal Practices

"Our industry continues to face a number of major problems. Most serious of these at this time is, I believe, the counterfeiting of best-selling alhums and singles. The recent uncovering of a New York City record-bootlegging operation on an extremely large scale and operating with business-like organization and efficiency points, I think, to an awesome threat faced by out industry. I firmly helieve the steps must be taken without delay to obtain specific legislation on both the federal and State levels designed to comhat counterfeiting, bootlegging, pirating, and other such unethical practices.

Dealer Relationships

"Capitol has always considered itself a 'dealer-oriented' company; and we foresee no change in that philosophy during 1961. In recent years the industry's great glut of merchandise has overloaded the dealer to the point where it has been impossible for him to become familiar—really familiar—with any one album or even any one artist. As a result, the personal touch has gone out of record selling. In a similar way, the consumer has been badly confused hy the great glut of product to the point where it has been difficult for him to huild up much personal enthusiasm for one particular artist, one particular kind of music, or one label.

"Ingenuity is still the key to success in this business—ingenuity in packaging, in alhum concept, in merchandising and promotion. Capitol and every other record manufacturer must constantly be on the lookout for devices hy which to snag consumer interest. If we can put enough ingenuity and creativity into our product, we can provide the simulation our entire industry needs and we can make recordings an even more important part of every American family's home entertainment program."

WB Sets 5-1 Disk Exchange

HOLLYWOOD — Highlight of Warner Bros. January dealer program is a plan whereby it will accept obsolete merchandise on any label in exchange for its own product on a five-to-one basis. For every $5 worth of WB disks a dealer orders during the month of January, he'll he allowed to return $1 worth of old platters regardless of label. WB Prexy Jim Conkling toid The Billboard the plan is aimed at helping the dealer clean his shelves of stale merchandise.

Exchange price schedule is figured at dealer's cost. WB will allow the $1 credit per $5 purchase on any and all types of disks returned, including mono and stereo LP's, singles, and, as Conkling put it, "even cylinders." Five-to-one plau applies to all WB product, catalog and new releases, with the exception of the two Bob Newhart albums, Dealers will be required to buy $10 worth of Newhart's "Button-Down Mind" packages for every $1 worth in obsolete merchandise taken in exchange.

Warners is releasing seven new albums featuring Bing Crosby (a douhle LP sing-along), Boh Eherle and Helen O'Connell recreating their old Jimmy Dorsey hits, George Greely, plus albums of old Neapolitan favorites, tunes from the "Gold Diggers" movies, hits by yesteryear combos, and an LP of five-manual organ music.

KFWB Asks Advance Disks for Special Show

HOLLYWOOD — Crowell-Collier's Station KFWB here has asked various labels for a three-day advence on specific releases to be used as part of the outlet's third anniversary celebration. The event will be marked hy a three-day special programming format to be aired during 1960's final weekend.

According to the station's chief, Chuck Blore, KFWB will spin in chronological order the disks that made its "Fahulous Forty" play list during the three years the station had been on the air. To spice the listening with new product, it will insert at quarter-hour intervals a disk which in the station's opinion will be a hit during the forthcoming year. This single will be termed "one to grow on," and will be among those made availahle to the station three days in edvance of general release to other outlets.

According to Blore, the same pattern will be followed at the other Crowell-Collier station in San Francisco (DEWB) and Minneapolis (KDWB). Thus, the label will be assured of getting the C-C spotlight in three markets in granting the slations the three-day exclusive.

At press time, Blore did not have all labels lined up. He said that among the disks that will receive the station's "one to grow on" treatment, will be new ones by Paul Anka, Ray Charles, Fats Domino, and others. Some labels, it was learned, balked at granting the advance to one station for fear they would arouse the ire of others.

According to Blore, KFWB here will be entering its fourth year under C-C ownership as the No. 1 station in this market. Blore said he hased his claim on th- Hooper and Pulse rating services.

Cap Issues 34 LP's for Jan.

HOLLYWOOD — Capitol starts the new year with a 34-album release comprised of 20 pop packages, six Capitol classics, and eight issued under the Angel banner.

The pop fare is paced hy a new Frank Sinatra LP and includes albums hy Les Baxter, Martha Carson, Four Freshmen, Jonah Jones, Gordon MacRae, Freddy Martin, Phil Napoleon, the Pastors, Frank Pourcel (French import), Ann Richards with Stan Kenton, Dick Sinclair, Dakota Staton, and Fats Waller at the organ (recorded in London), dehut disks hy Los Churumhales De Espana and Hovie Malaya. Also of note is a "Great Smash Hits" album from Ireland and top sellers hy Nat Cole, Pee Wee Hunt, Kingston Trio, Dean Martin, Les Paul and Mary Ford, Tommy Sands, Frank Sinatra, Jo Stafford and Red Ingle, Margaret Whiting and Jimmy Wakely, and Tex Williams

Capitol's six-album classical of-

(Continued on page 10)

Liberty Launches 1961 With LP's, Sales Deals

HOLLYWOOD — Liberty Records kicks off the new year with an eight-alhum release spotlighting some of its top selling artists, and huttressed hy a program of special dealer benefits and a saturation promotion campaign. The program will be in effect January 9 through February 13.

The product features albums by Martin Denny, Julie London, Johnny Burnette, Bobby Vee, a Boh Wills-Tommy Duncan duo, the Ventures (to he issued on Liberty's subsidiary label, Dolton) plus Volume II in Liberty's "Original Hits" series, and a tongue-in-cheek flash-back to silent screen music. Denny's "Exotic Percussion" package which highlights the release is particularly noteworthy since the artist who helped pioneer the jungle music trend takes his first step into the current percussion parade.

Julie London's "Send for Me" album title ties in with a "Butterfield 8"-type cover art. As a further tie-in, the package carries a belly-band with a coupon offering an illustrated 16-page life story of the songstress to the sender. What is intended to be another eye-stopper is "Rides, Rapes and Rescues" as the album title of music from the silent screen. An explanatory sticker is affixed to the album. Liberty is counting on the fact that singles by Johnny Burnette, Bobby Vee and the Ventures currently riding high on the Hot 100 chart will provide the necessary fire power to place their LP's into hit orbit.

Dealer benefits include a 10 per cent discount on all orders placed during the time the program is in effect (including catalog items as well as the new release), deferred billing privileges plus a 100 per cent exchange. To be eligihle for these benefits, dealers must order a minimum of seven of the eight new releases, either in stereo, monaural or any combination thereof. Deferred billing is a 90-day plan, with equal payments to be made by the 10th of March, April and May.

Promotion will place heavy emphasis on local and regional radio and TV promotion with an unusually heavy accent on FM stations. In addition to blanketing stations with its product—for example, the label has allocated 3,600 Bobby Vee LP's for station distribution—its promotion department will arrange artists' guestings and interviews on the various broadcast

(Continued on page 10)

Edith Piaf Stages Paris Comeback

PARIS — Edith Piaf, after a year's absence from the music halls, is staging a comehack with a tour which started at Reims, December 17, where she sang 14 songs—some of which were new—during 45 minutes on the stage, before an audience of 1,500 of her fans. Her voice gained sonority and warmth after her first number and she had no difficulty in holding her audience.

After appearances in Nancy, Thionville and Chaumont she returned to Paris to work a gala at Versailles and to open at the Olympia Music Hall December 30.

Roulette Toasts Birthday With Album Bonus Deal

NEW YORK — Roulette Records will celebrate its fifth anniversary this month with a special half-price bonus sales program for distributors and dealers, which offers any Roulette album in the catalog at half price when the huyer purchases one at full price.

Effective throughout January, the half-price sale includes the catalogs of Roulette, Tico and Roost, plus all new January alhum releases on those labels. At the same time, Roulette is allowing a 10 per cent discount on all purchases of its low-priced Forum LP line. Applying only to Forum, the discount will run simultaneously with the half-price bonus sale.

An extensive merchandising and advertising campaign will back the new sales program, including a series of consumer ads in the rotogravure section of 30 top-circulation newspapers across the country. Included in a full window display kit is a large wire motion display which rotates 48 album covers.

Roulette's Executive Vice-President Joe Kolsky, Eastern Sales Manager Solly Solomon, Midwestern Sales Manager Marv Helfer and Western Sales Manager Abe Glaser are on the road this week visiting some 30 distributors to plug the new sales program.

New Roulette albums for January include packages hy the Playmates, Joe Jones (his first LP), Tyree Glenn, William Kealoha, Kenny Bass and Wanda Stafford. The new Birdland Jazz series LP's spotlight packages by Count Basie, Sarah Vaughan, Billy Eckstine, Joe Williams and saxophonist John Handy. Johnny Smith has a new Roost LP, and Tico has a new Machito album.

1960's Unit Sales of Records In Stores Run 31% Over '59

Singles Jump Ahead 26%; LP's Up 44%

• *Continued from page 1*

section. National figures concerning unit sales usually have to be analyzed according to an individual store's location, as well as local competition.

In this era of price cutting, it is entirely probable that while unit sales are rising, net income may be lower for many dealers today than when records were sold at full list price. When unit sales are figured at list price the industry is at a highler dollar volume than ever before. But figured at general discount prices the dollar volume for dealers is roughly 20 to 30 per cent lower than it is usually reported. Perhaps because of, or in spite of discounting, unit sales of records, both singles and LP's, are rising, and this increase made 1960 the best year ever in unit sales of records in retail stores.

Columbia Bows 31 Jan. Albums

NEW YORK — There are 13 popular, 13 classical, three jazz and two sound albums in Columbia Records' 31-LP package for January.

Leading the pop album output are: the original cast album of "Camelot" with Julie Andrews and Richard Burton; Jerry Murad's Harmonicats; the late Johnny Horton's "Greatest Hits"; the Brothers Four; and Ray Conniff Ork and Chorus.

Other pop album releases include blues singer Oscar Brown Jr., the Banjo Barons, Marty Manning's ork, Mahalia Jackson, Vic Damone and Guy Mitchell.

Works by Mozart (conducted by George Szell), Walton and Lalo (conducted by Eugene Ormandy and the late Dimitri Mitropoulos), and Beethoven's Middle Quartets played by the Budapest String Quartet top the classical releases. The Beethoven Quartets are available, in either mono or stereo, in both set and single album form.

Works by Riegger, Lester Trimble, Theodore Chanler, Mahler, Prokofiev, Tchaikovsky and Vivaldi among others are also being made

(Continued on page 10)

Maurer Does Album Covers

NEW YORK—Persuasive Packaging Corporation, a new outfit designed to render a complete one-stop album-cover production service to diskeries, has been set up here by Sid Maurer, well-known art and production man in the field.

Maurer, who has operated his own art studio turning out covers for a number of majors for 10 years, said he'll furnish photography, art, printing and liner manufacture all out of his one shop, thereby saving indie diskeries many of the normal, time-wasting headaches of getting covers out. Maurer, who will also offer sales promotion and point of sale merchandising counsel, will soon open Chicago and Hollywood offices and has already blueprinted plans for outlets in France, the Netherlands and Italy

D. BERNIAUX, COMPOSER, DEAD

PARIS — Desiree Berniaux, 91, composer of popular songs, died in Vence, Southern France, in mid-December.

He was born in Belgium but resided in Paris for a long period and wrote many of the songs that Mistinguett, Maurice Chevalier and Mayol made into hits—one of which was, "The Hands of Women," launched by Mayol, a very popular music-hall singer, in his day.

'Do Re Mi' in RCA Waxing

NEW YORK—The new Broadway musical "Do Re Mi," which opened to strong reviews from the press here, will be recorded Sunday (January 8) by RCA Victor.

The show, produced by David Merrick, features the music of Jule Stein with lyrics by Betty Comden and Adolph Green. The book is by Garson Kanin. Phil Silvers and Nancy Walker star. The story line should be of special interest to tradesters since it deals with the recording and juke box industries.

34 Labels Do 75% of Store Sales Dollars

NEW YORK—A total of 34 labels was the mainstay of the dealer record business in 1960. These 34 firms did about three-quarters of the dollar sales of records in stores across the country in 1960. All of the other record labels combined did the other 25 per cent of the dollar volume in stores.

The top 34 labels enjoyed sales of .5 per cent or better of total dollar sales in stores during the year. This is an increase over the number of labels that had .5 per cent or more of total dollar sales in stores in 1959, when only 32 labels held this top position. Of these 32 firms, 29 maintained their position in 1960, while five additional firms jumped into this select group to add up to the 34 leaders for 1960.

Of the 29 firms that remained on top for both 1959 and 1960, 23 increased their dollar sales, while six registered decreases. The increase in dollar volume racked up by the 23 ranged from a low of little less than 1 per cent, to a high of 152.4 per cent.

Canadian Board Hears Copyr't Fees Proposals

By HARRY ALLEN JR.

TORONTO — Hearings began in Ottawa last week before the Copyright Appeal Board on music performance fees.

The submission by Broadcast Music Canada, Ltd., was approved within 15 minutes of the opening of the hearings. There were no changes from its schedule of last year.

The submission of the Composers, Authors and Publishers Association of Canada, however, brought forth much discussion before the chairman, Mr. Justice Thorson.

CAPAC offered a number of changes. It first sought changes in the transmission of music to the commercial, industrial and professional establishments.

These include cabarets and restaurants and the like, hotels and motels, stores, factories, commercial offices, professional doctors' offices, office buildings, railway stations, airports, bus and subway stations and other premises.

Counsel for the Musical Protective Society, which includes many of the music users, said the fee revision is unwarranted and would result in tremendous increases.

Opposition was also forthcoming from officials of the post office and transport departments, covering the fees on music piped into the postoffice, airports and railway stations.

CAPAC also seeks a tariff covering steamships and airplanes. For steamships, it seeks a fee up to

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Tenn. Certifies New Nashville Record Firms

NASHVILLE — The Secretary of State has issued certificates of incorporation to the following new Nashville firms:

Action Records, Inc., 310 Seventh Avenue, N., making, purchasing, selling, distributing and leasing master recordings; employing, managing and booking talent; initial capital, $1,000; incorporators: Jack S Stapp, William D. Killen and Joyce L. Bush.

Nashville Productions, Inc., 146 Seventh Avenue, N., production, distribution, exhibition, release, advertising, publicizing and other exploitation and disposition of motion picture films, including television, sound and talking films; initial capital, $1,000; incorporators: James R Denny, C. Milton Smith and Mary Claire Rhodes.

Cross Keys Publishing Company, 319 Seventh Avenue, N., publishing, writing, buying and selling music and musical tunes; making, purchasing and selling recordings of all types, managing and employing and booking talent; initial capital, $1,000; incorporators: Jack S. Stapp, William D. Killen and Joyce L. Bush.

HOT 100 ADDS 17

NEW YORK—The Hot 100 chart added 17 new sides this week. They are:

72. **C'est Si Bon** (Leeds, ASCAP) — Conway Twitty, M-G-M.
81. **Milk Cow Blues** (Hilliard, BMI) — Ricky Nelson, Imperial.
83. **Emotions** (Cedarwood, BMI) — Brenda Lee, Decca.
84. **What Would I Do** (Aladdin-Ben Ghazi, BMI) — Mickey & Sylvia, RCA Victor.
85. **Yes, I'm Lonesome Tonight** (Bourne, ASCAP)—Thelma Carpenter, Coral.
86. **Spanish Harlem** (Progressive-Trio, BMI) — Ben E. King, Atco.
88. **There's a Moon Out Tonight** (Robb-Ann, BMI) — Capris, Old Town.
90. **First Taste of Love** (Progressive-Trio-Rumhalero, BMI) —Ben E. King, Atco.
91. **If I Knew** (Frank-Rinimer, ASCAP) — Nat King Cole, Capitol.
92. **All in My Mind** (Figure, BMI) — Maxine Brown, Nomar.
94. **Don't Believe Him, Donna** (Ludlix, BMI) — Lenny Miles, Scepter.
95. **Don't Read the Letter** (Aldon, BMI) — Patti Page, Mercury.
96. **I Don't Want Nobody** (Sophisticate, BMI) — Ella Johnson & the Buddy Johnson Ork, Mercury.
97. **Oh Lonesome Me** (Acuff-Rose, BMI) — Johnny Cash, Sun.
98. **Yes, I'm Lonesome Tonight** (Bourne, ASCAP) — Dodie Stevens, Dot.
99. **Sugar Bee** (Goldband, BMI) — Cleveland Crochet, Goldband.
100. **This Is My Story** (Aladdin, BMI) — Mickey & Sylvia, RCA Victor.

RANK AUDIO PLASTICS' U. S. DISK SALES CLIMB

NEW YORK — Rank Audio Plastics, which produces TUP (thin unbreakable plastic) records here, has enjoyed a steadily climbing sales curve since the product was first introduced in the United States just a year ago.

The process was developed by the French firm, Libraire Hachete, and has since been franchised by that firm for production in a number of countries. In England and the U. S., production firms are jointly owned by the Rank Organization and Libraire Hachete. In France, the process has become most closely identified with the magazine, Sonorama, which includes in its pages plastic disk inserts. All pressing equipment is manufactured by the French firm.

The American firm, under general manager, Harold Friedman, and sales director, Bud Quinn, has concentrated largely on commercial, promotional and educational applications of the product, and according to Quinn, this approach has paid off with business written in the past three months equal to the total done in the first nine months of the current year.

The firm is currently stressing the fact that it now offers more than just the single facility of pressing the thin, bendable, vinyl disks. Like radio of an earlier day, which offered not only broadcasting services but all types of merchandising as well, Rank Audio Plastics now sells a complete service which includes printing of promotion pieces and planning complete campaigns right down to the point of sale, where the plastic disks are the integral part of the promotion.

Just recently, the firm completed preparation of a special annual re-

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Audio Fidelity Cuts Lists on Album Series

NEW YORK — Audio Fidelity Records has announced a cut in suggested list prices of a portion of its album line, effective today January 2.

All AFLP series currently pegged at $5.95 now carry a suggested price of $4.98. All elements in AFSD and FCS series, now listed at $6.95 will be tabbed at $5.95. Suggested lists on all other series, including DFM, DFS, Personality, Audio Rarities and AF Stereo Mastertapes, remain unchanged.

Special dealer and distributor programs have been set up to make these price adjustments possible without risk of loss of profit margin or inventory value of the disks.

MUSICIANS GET BONUS ON KING RECORDS DATE

NEW YORK — Some members of the American Federation of Musicians, Local 802, got an unexpected Christmas bonus recently when King Records came through with the second payment of a date originally recorded some years ago.

The disk involved an album originally cut on Bethlehem on which the disk firm was given permission by the union to cut instrumental background tracks for vocalist Frances Faye. The State Department, through Bethlehem, had requested the tracking job because it wanted to distribute the tapes to foreign countries where native singers might record over the track in their mother tongues.

Herbie Mann, who played flute and saxophone on the date, listening to the radio some months ago, noticed that the same arrangements, but different tracks, were being used on a recording date of Lorez Alexandria. Some investigation on his part unearthed the fact that King, which has acquired the original tapes in the meantime, had recorded an album by the thrush over the tape originally made for Miss Faye.

The diskery was notified by the union that triple date scale must be paid to all members of the ork and arranger Frank Hunter again. Thus the special Christmas cheer for some members of Local 802.

MERC TO FETE ARTY DEALERS

CHICAGO — Mercury is planning a window-dressing contest for dealers with its new "An Evening With Nichols & May" album. The contest is being held in nine key cities. Prizes include two round-trip tickets to New York; hotel accommodations, dinner for two at a "chic restaurant" in Gotham; and two tickets for the Nichols and May show. Contest closes January 21. Dealers must submit photos of their windows and the winners will be determined by Charlie Fach, the label's national sales promotion manager.

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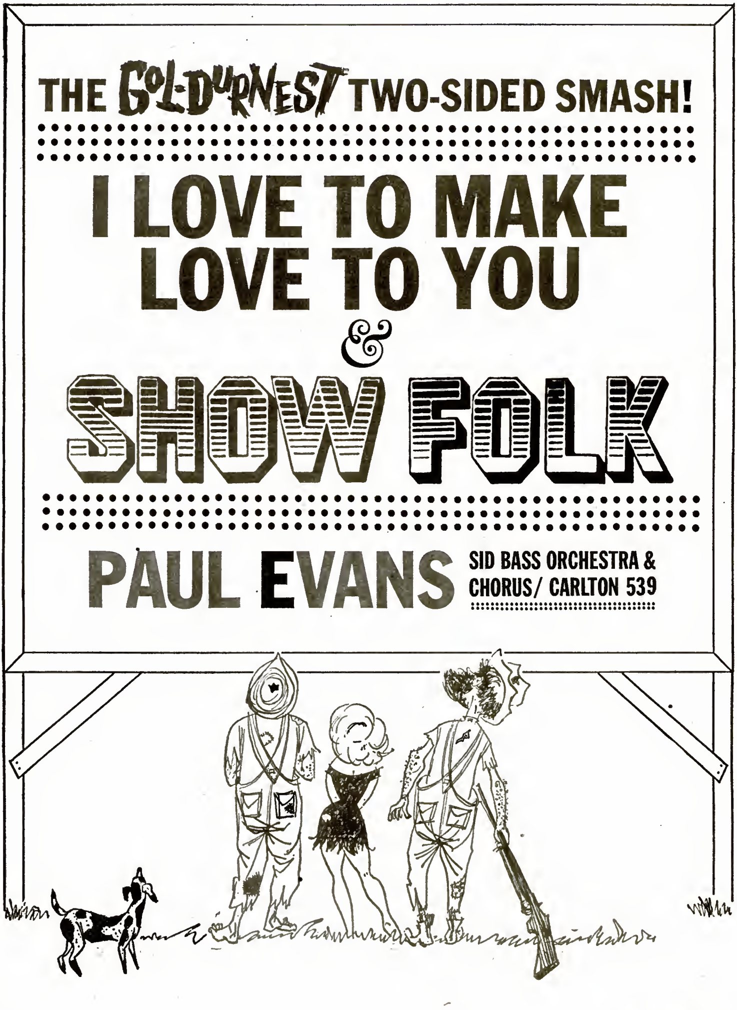

This One
GGUO-WLP-4NW3

BRITISH *Newsnotes*

By DON WEDGE
News Editor, New Musical Express

As expected, **Elvis Presley's** "It's Now or Never" has set a new record for the fastest million-selling disk in Britain. It took six and one-half weeks and during that period it was No. 1 on the charts. The previous fastest million-selling disk here was **Harry Belafonte's** "Mary's Boy Child" which reached the coveted gold mark in eight weeks in 1957. **Paul Anka's** "Diana" sold a million in Britain alone the same year but took longer. Presley is getting big action, too, with his LP, "G. I. Blues," which is selling fast enough to move up to No. 24 on the singles chart!

A million sale in Britain is an enormous achievement. British Decca is proud of its 250,000 sale of another RCA disk—**Jim Reeves'** "He'll Have to Go.". Issued January 22, it passed the quarter-million mark this month. Continuous pushing for most of the long period was responsible.

MOVIE BUSINESS: Two **Doris Day** films and two starring **Frank Sinatra** were among those picked as the best of the year at the box office by the British film trade paper "Kinematograph Weekly." Miss Day's top money-makers were "Pillow Talk" and "Please Don't Eat the Daisies." Sinatra had "Ocean's Eleven" in the same category and "Can-Can" in the special shows section. None of these films produced a big hit disk.

PUBLISHER DEAL: Tangerine Music, controlled by **Ray Charles,** has been launched here hy the Leeds group's **Cyril Simons.**

VISITORS HERE: **Phil Kahl** was in for talks with **Fred Jackson,** who looks after Kahl's British publishing interests. . . . **Joe Glaser** spent four days of talent discussions with his London representative, **Harold Davison.** . . . Another Davison visitor was **Freddy Fields, Judy Garland's** agent. . . . **Gower Champion** was auditioning hopefuls for "Bye, Bye Birdie."

TO THE U. S.: First Hollywood film for **Dave King** is "Pirates of Tortuga" for which he reports to 20th Century-Fox, January 9. . . . **Frankie Vaughan** is due back at the same studio mid-February for a third picture.

HOME FRONT: BBC - TV's "Juke Box Jury" panel December 24 had a notable debut by **Peter Sellers.** . . . After 18 years without a hreak, handleader **Lou Preager** will have to disband temporarily next month following three major operations.

NEW RELEASES: There were no new releases last week as is customary before the holiday. Philips resumes December 30 with two singles, hut other labels are waiting another week before scheduling new sides.

RECORD SALES: "Save the Last Dance for Me" by the **Drifters** (London) continues to press **Elvis Prelsey's** "Now or Never" for No. 1 spot; **Johnny Tillotson's** "Poetry in Motion" (London) has moved up four places to No. 3 to cballenge. . . . A five-place jump to No. 9 by the **Ventures** with "Perfidia" (London) makes the group's second successive Top 10 entry. . . . **Marty Wilde's** revival of "Little Girl" (Philips), which was recorded by **Chuck Sagel** for Epic last spring is at No. 20.

Newcomers include the **Acker Bilk** Band's version of "Buona Sera" (EMI-Columhia) at No. 25, the **Everly Brothers'** "Like Strangers" (London) at No. 28, while

Tony Bennett returns to the British chart with "Till" (Philips), sharing the No. 30 spot with **Bobby Rydell's** "Sway" (Columhia). . . . The EMI group, with 15 disks, has most chart entries; the Decca group follows with 10, the Philips group has four and Pye two. This totals 31 records (there being two at No. 30) and of these 16 were produced in America, 13 in Britain, while th: Continent is unusually represented hy two—**Nina and Frederick's** "Little Donkey" from Denmark and **Edith Piaf's** "Milord" from France.

Best-Selling Pop Records in ITALY

Week ending December 30, 1960
(Courtesy Musica a Dischi, Milan)

Last Week	This Week	
1	1	IL CIELO IN UNA STANZA—Mina (Italdisc)
3	2	LES ENFANTS DU PIREE—Dalida (Barclay)
2	3	WHAT A SKY—Nico Fidenco (RCA)
5	4	SE CI SEI—Umberto Bindi (Ricordi)
7	5	IT'S NOW OR NEVER—Elvis Presley (RCA)
4	6	NOTTE DI LUNA CALANTE—Domenico Modugno (Fonil)
8	7	SUMMER'S GONE—Paul Anka (Columbia)
11	8	NESSUNO AL MONDO—Peppino Di Capri (Carisch)
14	9	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)
6	10	MILORD—Edith Piaf (Columbia), Dalida (Barclay)
13	11	LIEBELEI—Rolf Bauer (Voce del Padrone)
20	12	SASSI—Gino Paoli (Ricordi)
9	13	TELL LAURA I LOVE HER—Ricky Valance (Columbia), John Leyton (Top Rank)
18	14	LOOK FOR A STAR—Garry Mills (Top Rank)
—	15	DUE NOTE—Mina (Italdisc)
17	16	IL BARATTOLO—Gianni Meccia (RCA Camden)
12	17	GABBIE—Eddie Calvert (Columbia)
10	18	YOU MEAN EVERYTHINO TO ME—Neil Sedaka (RCA)
16	19	MULE SKINNER BLUES—Fendermen (Top Rank)
19	20	THEME FROM THE APARTMENT—Ferrante and Teicher (London)

Best Selling Pop Records in BRITAIN

Week ending December 30, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	
1	1	IT'S NOW OR NEVER—Elvis Presley (RCA)
2	2	SAVE THE LAST DANCE FOR ME—Drifters (London)
7	3	POETRY IN MOTION—Johnny Tillotson (London)
3	4	I LOVE YOU—Cliff Richard (Columbia)
4	5	STRAWBERRY FAIR—Anthony Newley (Decca)
10	6	LONELY PUP—Adam Faith (Parlophone)
5	7	LITTLE DONKEY—Nina and Frederik (Columbia)
8	8	GOODNESS GRACIOUS ME—Peter Sellers and Sophia Lorea (Parlophone)
14	9	PERFIDIA—Ventures (London)
6	10	ROCKING GOOSE—Johnny and the Hurricanes (London)
11	11	MAN OF MYSTERY—Shadows (Columbia)
9	11	GURNEY SLADE—Max Harris (Fontana)
12	13	MY HEART HAS A MIND OF ITS OWN—Connie Francis (M-G-M)
13	14	MY LOVE FOR YOU—Johnny Mathis (Fontana)
28	15	EVEN MORE PARTY POPS—Russ Conway (Columbia)
19	16	DREAMIN'—Johnny Burnette (London)
15	17	BLUE ANGEL—Roy Orbison (London)
18	18	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)
20	19	LIVELY—Lonnie Donegan (Pye)
23	20	LITTLE OIRL—Marty Wilde (Philips)
—	21	'D' IN LOVE—Cliff Richard (Columbia)
16	22	THE STRANOER—Shadows (Columbia)
21	22	MILORD—Edith Piaf (Columbia)
25	24	O. I. BLUES (LP)—Elvis Presley (RCA)
24	25	COUNTING TEARDROPS—Emile Ford (Pye)
—	25	BUONA SERA—Acker Bilk (Columbia)
21	27	OL' MacDONALD—Frank Sinatra (Capitol)
—	28	LIKE STRANGERS—Everly Brothers (London)
17	29	OEORGIA ON MY MIND—Ray Charles (HMV)
—	30	SWAY—Bobby Rydell (Columbia)
—	30	TILL—Tony Bennett (Philips)

GERMAN *Newsnotes*

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Elvis Presley's "Wooden Heart" recording is still at the top all over Germany.

FILM MUSIC: Polydor and Constantin had a reception for **Peter Alexander** to mark the opening of another remake: the filmusical "The White Horse Inn." There are three new LP's of the pic on the market.

TO THE U. S.: **Lolita** got an Invitation to tour the States for six weeks. And **Bert** ("Wonderland hy Night") **Kaempfert** will visit New York.

RECORDING SESSION: Polydor recorded an LP in Berlin featuring **"Toots" Thieleman** and the strings by **Kurt Edelhagen.** The disk is scheduled for next spring.

VISIT-OUT: **Helmut Zacharias** will conduct a concert in Bilbao, Spain, featuring an orchestra of 90 and a choir of 40. . . . Singing group, the **Espanoles,** left Germany for a visit in Greece.

HONORS: These records (among others) got the Grand Prix Du Disque 1960-1961 from the Academie Du Disque Francais: **Josef Keilberth's** "Der Freischuetz" starring **Elisabeth Grummer, Lisa Otto, Rudolf Schock,** and **Gottlieh Frick; Thomas Beecham's** "Carmen" set with **Victoria de los Angeles** and **Nicolai Gedda; Gilbert Becaud,** the **Camerata Instrumentale.**

LEGIT: Most popular operetta in Germany in the theater season 1959-1960 was "The Fledermaus" again. It played 725 times in 32 theaters.

NEW RELEASES: Warner **Bros.** issued an EP of **Ira Ironstrings** playing "Hi Fi Goes Charleston." . . . The London lahel introduced jazz alto sax player **Cue Porter.** Never heard of him? Well, it's **Johnny Hodges** with a group of Ellingtonians. . . . The RCA label offers a jazz collector's item: Records made by **Tommy Ladnler** and **Mezz Muzzrow** 22 years ago.

By BRIGITTE KEEB
Music Editor, Automaten-Markt, Braunschweig, Germany

Teldec will distribute Dot Records in 1961 in Germany. Most successful Dot star has been **Billy Vaughn,** whose latest recording, "Blueherry Hill" and "You Belong to My Heart," has already sold more than 50,000 records within six weeks. Teldec has also taken over the French label Festival for German distribution.

NEW RELEASES: The German version of "Till," entitled "Du Sollst Meine Liebe Sein" (You Shall Be My Love) sung by **Bob Azzam,** famous for his bit "Mustafa," has heen released. Record is hacked with German version of the French hit "Fais Moi le Couscous, Cherie" entitled "Auf Dem Weg Nach Marrakesch" (On the Way to Marrakesch). . . . Some 300 pop music numbers have been published by German record firms during the period from January to Decemher 1960.

There are many new German versions of American titles just released. "I Love You in the Same Old Way" has a German lyric entitled "Ich Hab' Dich Noch Immer Lieb" sung hy **Peter Krauss** on Polydor. Flip is a German version of the French "Mon Beau Chapeau." . . . "La Pachanga" has just been recorded by **Hazy Osterwald** and **Audrey Arno.** . . . **Kurt Feltz,** director of the Polydor production

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ITALIAN *Newsnotes*

By SAM'L STEINMAN
Piazza San Anselmo 1, Rome

Renato Rascel and Titanus have filed a counter suit to contest the sequester of their tune "Romantica." The orginal action, filed hy **Dr. Nicila Festa,** charged plagiarism and brought about the setting aside of the tune by the court. This was done on the testimony of Italy's top opera composer **Ildebrando Pizzetti** ("Murder in the Cathedral"). He noted that there were 10 to 12 points of similarity between the Festa composition and "Romantica." In the counter-claim Rascel contends that there are just as many points of difference between Festa's unpublished "Angiulella" and **Rimsky-Korsakoff's** "Antar Symphony." Rascel, meanwhile, is making a 15-day holiday appearance in "Rascelinaria," a review of his 30-year history as composer - comedian - film star. This show is a stop-gap for the forthcoming **Domenico Modugno-Della Scala** musical, "Rinaldo on the Battlefield." The latter show was held up when Modugno broke his leg.

FESTIVALS: San Remo selection list is ready for early announcement. Although composer-singers are harred from presenting their own numbers this time, they are said to be well represented in the list. **Bruno Canfora** and **Armando Trovajoll** are among the favorites to be chosen as orchestra conductors. A bigger push than ever by movie companies for their songs is expected. **Dino LeLaurentiis,** for instance, has completed a film called "I Love, You Love," in which each sequence is introduced hy a song sung by **Jimmy Fontana, Mina, Adriano Celentano, Joe Sentieri** and **Peppino of Capri** and most are expected to he on the San Remo list. . . . March 7 is date for Amateur Singers Pop Song Festival at Ancona. . . . **Dondrigo** in Vicenza presents a Festival of Veneto Songs in April.

TV-RADIO: Final 12 in "Canzionissima" from which winner will be announced January 7 are: (modern) "Romantica," "Serenata a Margellina," "Libero," "Love in Portofino," "Quando Vien La Sera," "Malatia"; (old - timers) "Ad dio Sogni di Gloria," "Come Le Rose," "Violino Tzigano," "Portam Tante Rose," "Torna," "'Na Sera d Maggio." . . . "Moderato Swing" began a new TV series on day after Christmas with **Marino Barreto, Johnny Dorelli, Ugo Calise** and **Paola Orlandi** as initial guests. . . . Three-point New Year's Eve pick-up in Italy featured **Arturo Testa, Umberto Bindi,** the **Brutes** and **Peppino of Capri.** . . . **Wilma De-Angelis** and **Nicola Arigliano** have received awards for best radio program of 1960, "Best Songs of Olden Times." . . . **Nunzio Rotondo** has been signed for a new series of half-hour pop TV shows.

TRAVELERS: **Johnny Desmond** back on the set of "The Caribbean Hawk" after a three-day American trip to record TV commercials. He has also done the songs for another Italian film, "The Keeper." His plans here include starting his own recording company. . . . CGD's **Giuseppe Giannini** off for American musical centers on January 7 to deal with music and recording personalities. He will be gone three weeks. . . . The **Captains** are back in Italy after a tour of Lehanon, Iran and Egypt, all centers where Italian comhos dominate the scene. . . . **Peggy Lee** is booked for Rome and Milan in a tour which includes London, Brussels and Berlin. . . . **Connie Francis** is expected here for concerts after her March 5 date in London.

ATTRACTIONS: The International Music Salon at Rome's Permindex has proved to be hit of the year. It will be an annual event in future with more foreign participation.

RECORDINGS: Galleria Del Corso (named after Milan's Tin Pan Alley) is label of new firm set up by **Ladislao Sugar** and **Teddy Reno.** . . . **Johnny Dorelli's** "Letter to Pinocchio" is heading toward the 200,000 mark in sales with holiday boost. . . . **Paul Anka** is topping Italian lists with "Dove Sei" (Where Are You?) which he recorded in Italian on Columhia label. . . . Voce del Padrone has issued both "The Best of Nat King Cole" and "The Best of Frank Sinatra," both big sellers in Italy. . . . **Joe Sentieri's** first for Ricordi is "Today I Saw You" and "Before You," both in Italian.

PUBLICATIONS: Bideri of Naples has just puhlished "Concertino Napoletano," edited by **Giovanni Sarno,** a glossary of Neapolitan songs. Graz, lots!

DANISH *Newsnotes*

By TED WOLFRAM
Care of American Express, Copenhagen

A new work hy Danish jazz composer, **Niels Viggo Bentzon,** was offered in a concert at the Odd Fellows Palace, December 28, presented hy **Gosta Schwark,** as impressario and "angel," and **Ib Glindemann,** whose 14-piece jazz orchestra was chosen hy **Harry Belafonte** for his concerts here. **Erik Mossheim's** Trio and **John Lund's** Octet also played. While the concert was duhbed "Jazz for Every Taste," its main feature was the first performance of Bentzon's "Monkton Blues," with the composer at the piano, backed by Glindemann's band.

SILENT NIGHT: Hibernation is not quite the right word, but Copenhagen during most of Christmas week resembles Wall Street on a Sunday. Majority of its residents spend the week in the towns from which they came, and few tourists are in evidence, as amusements are few until New Year's Eve, when night life gets going again.

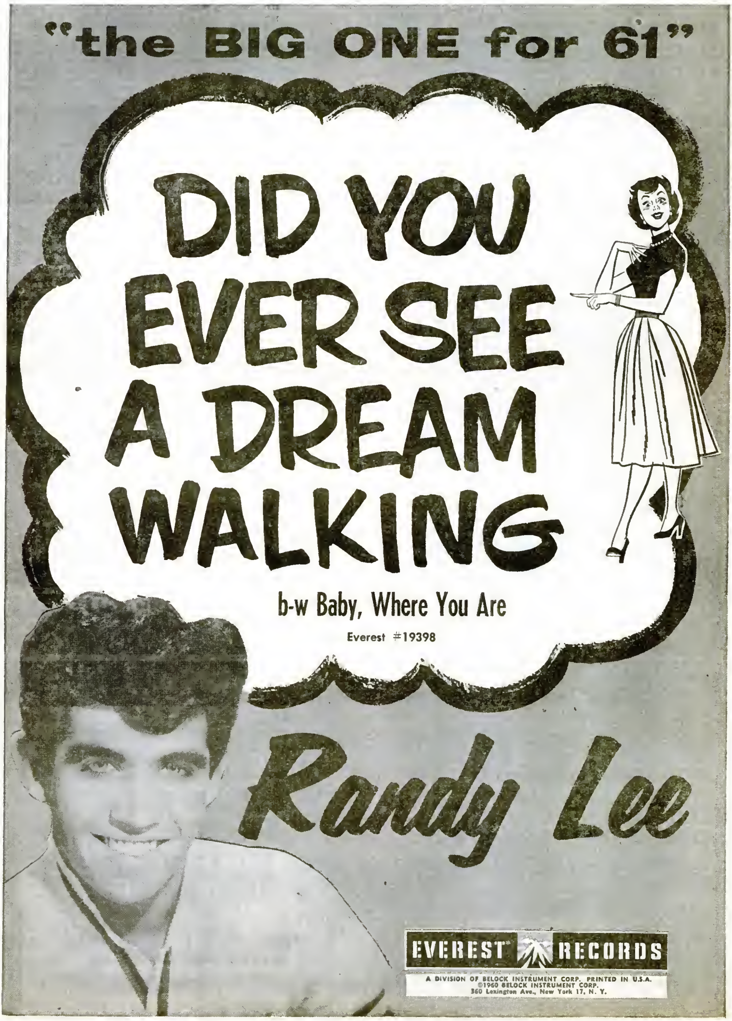
IN PERSON: Few recording stars were in evidence excepting those taking part in various hig Christmas charity concerts and shows. **Svend Asmussen,** of the

Verve Offers LP Discount

HOLLYWOOD — Verve Records is launcbing its "61 Prep Plan" during January as a month-long restocking program aimed at replenishing depleted inventory. The lahel will offer a 15 per cent discount on its entire catalog of more than 800 LP's (stereo and monaural). The program goes into effect January 1 and closes the 31st of the month.

VICTOR PRICES STEREO ACTIONS

NEW YORK — RCA Victor's Stereo Action line (The Billboard, Dec. 26) will be priced at $5.98. All of the albums released in the series will be in stereo, and the disks will be packaged in de luxe boxes, with separate liner notes.


"the BIG ONE for 61"
DID YOU EVER SEE A DREAM WALKING
b-w Baby, Where You Are
Everest #19398
Randy Lee
EVEREST RECORDS
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Roulette Wins Suit Against Canadian-Am.

NEW YORK — Roulette Records has won its suit against Canadian-American Records Ltd.

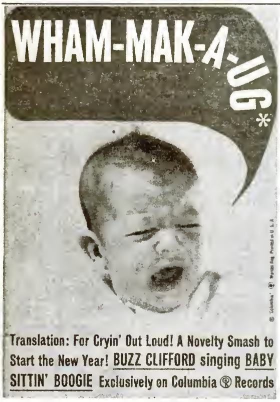
The suit was filed earlier this year by Roulette, charging that the Canadian-American sound track album of "Murder Inc.," which featured Sarah Vaughan's voice, and her photo on the cover, was an infringement of the label's exclusive contract with Miss Vaughan. A temporary injunction was granted a few months ago which restrained the defendants from any further manufacturing and marketing of the album.

Last week, Judge Abraham D. Levy, in the New York Supreme Court, awarded Roulette the decision by enjoining the defendants from making any albums with Miss Vaughan's likeness on the cover or her voice on the album. Roulette was also awarded damages of $8,800 to cover their loss on albums distributed prior to the court action and decision.

Welk Album Due From Dot

HOLLYWOOD — Dot Records will issue a Lawrence Welk "Calcutta" album (to cash in on the market created by his strong-selling single). According to Dot President Randy Wood, the label will hit the market with 200,000 copies of the album, scheduled for release December 30.

Wood further added that he placed an additional pressing order for "Calcutta" singles last week which will hit the million pressing mark for the single. If the sales curve continues upward, this will be Welk's first hit single, indicating he may be creating a following in the teen-age set.



JACK'S CHOICE FOR INAUGURAL: CLASSICAL FARE

WASHINGTON — President-Elect John F. Kennedy has chosen a classical concert program for the 1962 Inaugural Concert, according to the 1961 Inaugural Committee.

The concert, one of the few musical functions of inaugural activities, has been part of inaugurations since Washington's time. The one to be held January 19 in Washington's Constitution Hall, will feature Howard Mitchell and the National Symphony Orchestra, violin soloist Mischa Elman, pianist Earl Wild, and the Georgetown and Howard University Male Choruses.

Four programs were submitted to the President-Elect by Howard Mitchell. The program chosen emphasizes American music and composers. John La Montaine, young American composer and Pulitzer Prize winner, has been commissioned to write an orchestral overture to begin the concert.

In attendance will be President-Elect and Mrs. Kennedy, Vice - President - Elect and Mrs. Lyndon B. Johnson, former President and Mrs. Harry S. Truman, Mrs. Woodrow Wilson, Mrs. Eleanor Roosevelt, members of the new cabinet, Maria Callas and Mort Sahl, among others.

Bess Music in Copy't Action

NEW YORK — Bess Music Inc. filed suit in federal court against Consolidated Music Publishers Inc. for alleged infringement of the copyright, "Today I Sing the Blues." The suit seeks an injunction, an accounting and a declaration that plaintiff is the rightful owner of the publishing and recording rights.

According to the complaint, prior to October 1947, Curtis Lewis and Curley Hamner wrote the tune and assigned their rights to Medallion Music Corporation, who assigned to plaintiff in 1952.

The complaint charges that in or about the past year defendant has published the tune and licensed the recording rights without the consent of the plaintiffs. The complaint charged that defendants have claimed they own the publishing and recording rights and the right to license others. That assertion is false and erroneous, the complaint charges.

M-G-M Gives Singles Line January Hypo

NEW YORK—M-G-M Records kicks off the new year with a heavy emphasis on singles, with the home sales force consisting of sales chief Leon Schachere, Sol Greenberg and Harry Anger all hitting the road on selling tours.

The label currently has two new singles both of which are moving up on the charts. Joni James with her vocal version of the hit "Last Date," titled "My Last Date With You," shows in the 69 slot, while Conway Twitty hit the Hot 100 for the first week with "C'est Si Bon," in the 72 position.

Meanwhile, the label is about to release two new singles, including Connie Francis' "Where the Boys Are," and David Rose's instrumental of the theme music from "Cimarron." Both are pic tunes. In the new talent area, the label has signed singer Michael Allen and composer, arranger, conductor, Malcolm Dodds.

Two London Promos Going On Packages

NEW YORK—London Records has kicked off two separate special promotion efforts on package merchandise, effective at once. A story in last week's Billboard erroneously indicated that only one program was under way.

A program designated as SP-61 contains such features as an extra 10 per cent discount on the general London catalog, with dated billing and local advertising allowances. The second of the two deals is designated "Surplus Stereo Stock Program" and refers to a special half price plan on 66 selected stereo albums from the catalog. Lee Hartstone, vice-president of London Records, stressed that the two are entirely separate programs.

JACK CRAWFORD, RECORDING VET, FETED BY RCA

NEW YORK — The Sky Garden Room of the St. Moritz Hotel was the festive scene of a retirement banquet for RCA Victor recording engineer Jack Crawford this past Thursday (29).

Crawford, who has also marked 45 years with RCA, started with the company in 1915. During his tenure with Victor, he has held the positions of sapphire grinder, recording technician and has been a recording engineer since 1940. He has waxed such fabled names as Wanda Landowska, Heifetz, Horowitz, Van Cliburn and Artur Rubinstein.

Rubinstein and his wife, Arthur Fiedler and a number of other top recording names were in attendance at the special banquet which was emseed by recording manager Don Richter. Among the speakers at the occasion were George Marck, vice-president and general manager; Norman Racusin, vice-president and operations manager, and W. W. Bullock, vice-president, business affairs.

Roulette Buys Coast Disks

NEW YORK — Roulette Records has purchased two West Coast masters last week—"Till the End of Time" by Miles and Andrew on the Play label, and "Teen Bride" by the Coachmen on Iona.

The masters will retain their respective labels but will be distributed nationally by Roulette. Miles and Andrew are currently appearing at the United Artists Theater in Los Angeles with deejay Alan Freed's (KDAY, Hollywood) new stageshow.

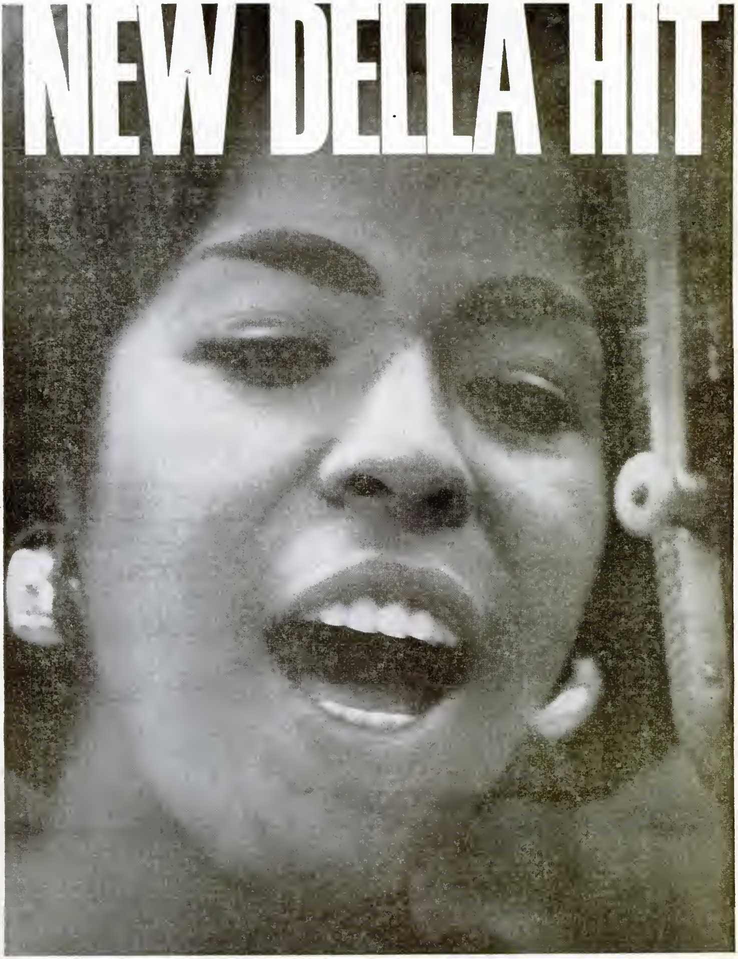
On the international scene, Roulette's foreign operations manager, Donald Singer, reports that Roulette and its Tico subsidiary will henceforth be handled exclusively in Italy by G. Ricordi. Roulette has also renewed its contract with Polydisc of Athens, for manufacture and distribution of its product in Greece.

THE NEW BILLBOARD IS COMING NEXT WEEK . . .

January 9, 1961 50 Cents

BILLBOARD MUSIC WEEK

Music-Phonograph Merchandising • Radio-Tv Programming • Coin Machine Operating



"THE MOST BEAUTIFUL WORDS" c/w "YOU MEAN ALL THE WORLD TO ME"

Available in Monaural, 47-7833, Stereo, 61-7833 and Compact 33 Single-37-7833

RCA VICTOR
RADIO CORPORATION OF AMERICA

NEW YEAR'S RESOLUTIONS!

"I DON'T KNOW WHY"

CLARENCE (frogman) HENRY ARGO 5378

"WATUSI"

the VIBRATIONS CHECKER 965

"GUNSLINGER"

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"AT LAST"

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ALREADY ON THE CHARTS "SPOONFUL"

CHESS 1771 ETTA and HARVEY

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(Phone: CA 5-2770)

Cap Issues 34

• Continued from page 3

fering in January devotes only one package to instrumental music (Carmen Dragon) with the remainder going to opera. Release is highlighted by a complete "Madame Butterfly" recording featuring the late Jussi Bjoerling. In addition, the label is issuing a single LP "Highlights" version of the complete Bjoerling "Butterfly," plus Volume 1 in the projected three-album series, "The Beloved Bjoerling." Thus, a full half of the label's January long-hair product is devoted to the late tenor. Remaining two LP's are "highlight" versions of previously issued complete "Faust" and "La Traviata" recordings.

Angel Sets

Similarly, opera grabs the limelight of Angel's share of the release with a complete recording of "Marriage of Figaro" featuring Elisabeth Schwarzkopf. Other albums include soprano Anna Moffo in a set of selected arias, and a package by the Oberkirchen Children's Choir. Release includes pianist Claudio Arrau's recording of the Beethoven Emperor Concerto, the fourth Beethoven Concerto he has recorded for the label in his projected series of the complete five concerti. Another opera-flavored LP features the Scots Guards' Regimental Band in a performance of opera overtures. Two of this month's three additions to Angel's "Great Recordings of the Century" series are similarly devoted to opera in re-issued recordings by baritone Mattia Battistini and Tito Schipa. Third features harpsichordist Wanda Landowska in an album of Scarlatti works.

Liberty Launches

• Continued from page 3

media. In addition, it will supply specially prepared "story line notes" to disk jockeys as suggested continuity copy on all the artists and albums in the release.

Merchandising aids will include browser box headers, display kits and other point-of-sale material for dealer use. The campaign will be sparked by distributor meetings to be held this week by the label's executives. Don Bohanan and Bud Dain will cover distributors in the East, Kenneth Revercomb in the Southwest, Joe Sadd in the Midwest, Bob Skaff for the South, and Don Blocker will cover the West Coast.

Lanin Album

• Continued from page 2

ception of the Lanin set, will be subject to a 10 per cent discount during January. All stereo sets will be subject to a 20 per cent discount. These discounts will be available to Epic distributors until January 31.

The same discount schedule will apply to all Perfect LP's. In addition, Epic is offering distributors a 10 per cent discount on all four-track tapes.

To back up the sales plan, Epic has conceived a number of merchandising aids for dealers. They include a mounted Lester Lanin counter card, ad mats, counter browser boxes, and easels of Epic and Perfect album products

Columbia Bows

• Continued from page 4

available among the classical selections for January.

Columbia has also signed and is issuing its first album by the Chico Hamilton Quintet; there are also sets by Andre Previn's trio and Dave Brubeck with singer Jimmy Rushing in its jazz release.

The two sound albums feature "100 Guitars," and "Les Grandes Chansons—Volume IV" with Jacqueline Francois.

his greatest! "CLOSE TOGETHER" JIMMY REED Veejay #373

another hit! "YOUR FRIENDS" DEE CLARK Veejay #372

VEE JAY 1449 S. Michigan, Chicago 5, Ill.

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45's—65¢ Free Strips

ATLANTIC SWINGS IN THE NEW YEAR

!! A NEW COMBINATION !!

LAVERN Baker & JIMMY Ricks

YOU'RE THE BOSS

b/w

I'LL NEVER BE FREE

2090

Produced by Leiber & Stoller

SURE 'NUFF

b/w

HERE HE COMES

Ruth Brown

2088

Produced by Leiber & Stoller

!! NEW ARTIST !!

Solomon Burke

HOW MANY TIMES

b/w

KEEP THE MAGIC WORKING

2089

ATLANTIC RECORDS

Busted Into The Charts . . . Watch It Go-Go-Go!!

"WHEELS" by THE STRING-A-LONGS

WARWICK M-603

A Division of Seven Arts Record Corp.

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AF AUDIO FIDELITY RECORDS

IMPORTANT ANNOUNCEMENT!

TO AF AUDIO FIDELITY RECORD DEALERS...

In celebration of our Seventh Anniversary we are pleased to announce a price reduction in the suggested list prices of Audio Fidelity's LPs and Stereodiscs.

Many millions of Audio Fidelity records have been sold... thanks to you, The Record Dealer... making these price reductions possible.

Dealers, not Record Clubs, are our only sales outlet to the consumer.

As of January 2, 1961, and just in time for your January selling, the following revisions in our Suggested List Prices will be in effect:

	SUGGESTED LIST PRICES CURRENTLY	NOW
ALL AFLP SERIES (Monaural)	5.95	4.98
ALL AFSD SERIES (Stereo)	6.95	5.95
ALL FCS SERIES (First Component Series)	6.95	5.95

NOTE: *SUGGESTED LIST PRICES ON DFM, DFS, PERSONALITY AND AUDIO RARITIES SERIES AND AUDIO FIDELITY STEREO MASTERTAPES REMAIN UNCHANGED.*

AND HERE IS THE MOST IMPORTANT NEWS FOR YOU!

■ UNLIKE OTHER RECORD COMPANIES, AUDIO FIDELITY, CONSISTENT WITH ITS POLICY OF MAXIMUM DEALER SUPPORT... THAT NO DEALER MIGHT BE FINANCIALLY HURT BY THIS REVISION... MAKES IT POSSIBLE FOR YOU TO ADJUST PRICES WITHOUT LOSING ONE CENT OF YOUR VALUABLE PROFIT MARGIN OR INVENTORY VALUE OF AF RECORDS AND, IN FACT, MAKES IT POSSIBLE TO EARN ADDITIONAL EXTRA PROFITS.

SEE YOUR DISTRIBUTOR AT ONCE FOR COMPLETE DETAILS ON THIS PRECEDENT-SETTING PROGRAM!

AND REMEMBER WHAT AUDIO FIDELITY MEANS TO YOU AND YOUR CUSTOMERS...

- THE HIGHEST STANDARD IN HIGH FIDELITY—UNSURPASSED SOUND REPRODUCTION
- WORLD FAMOUS ARTISTS AND PERFORMANCES
- BRILLIANT EXCITING PACKAGING
- CONCENTRATED CONSUMER ADVERTISING TO BRING CUSTOMERS TO YOUR STORES
- NO RECORD CLUB AFFILIATIONS
- FREE DISPLAYS—MERCHANDISING AIDS

For Maximum January Sales At Full Profit STOCK! SUGGEST! DISPLAY! PROMOTE!

AF AUDIO FIDELITY RECORDS!

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order these big new ones for '61 from RCA Camden

All the great songs from the new Lerner-Loewe musical! CAS/CAL-657.

Another Living Strings special! Lush Hawaiian favorites. CAS/CAL-661.

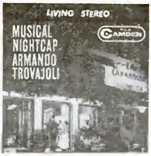
Original Cast Recording of this Broadway musical hit! CAL-621.

Anytime; My Darling, My Darling; other all-time favorites. CAL-585.

32 Berlin all-timers in a great, brimming dancers' set! CAS/CAL-652.

Songs, dances, jokes from a live minstrel show! CAS/CAL-651.

A Dorsey treasure chest! Vocals by Sinatra, others. CAL-650.



Canadian Sunset; Lisbon Antigua; Gigi; others. CAS-CAL-598.

Sacred Hymns by America's favorite gospel singer. CAL-653.

promotional push! Ads in Redbook and Cosmopolitan / Blinker Box Cover / Window Display / Streamer / Mailer / Back-up Cards

RCA CAMDEN
A PRODUCT OF RADIO CORPORATION OF AMERICA

Have A Snow Ball!

LITTLE DRUMMER BOY
and Leroy Anderson's
SLEIGH RIDE
Both Widely Recorded

Leroy Anderson's
BLUE TANGO
A Billboard & Cash Box Pick
Lester Lanin on Epic
Bill Black & Combo on Hi

CORRINA CORRINA
A Brand New Version
Roy Peterson on Dunes

LONESOME AND SORRY
Laurie Sisters on MGM

I CAN'T GIVE YOU ANYTHING BUT LOVE
Joni James on MGM

MILLS MUSIC, INC.
1619 Broadway, New York 19, N. Y.

on 20th FOX
ALL YOU HEAR IS BEAUTY

How 1961 Disk Year Looks

• *Continued from page 2*

pated that the largest firms will continue to exert every effort to expand the disk market in other ways. One of the signposts along this line is RCA Victor's tie-up with The Reader's Digest — reported in several Billboard stories.

Possibly the area where there will be the biggest expansion will be the field of record distribution. It does not take much more than a glance at last year's increase in the number of distributors in major markets to predict that young record men with backing are finding the field of jobbing records more and more attractive. Almost a score of new distributors opened their doors in 1960, most of them helmed by young men untainted by the payola probes. Through hard work and energy, new distributors have emerged among the number two or three distributors in their towns, a substantial rise in a short time.

Youngsters Arise

As the record business has expanded on the label front, there has been a real need for new distributors. This need is also being filled by the setting up of new branches on the part of already established distributors. Cosnat, the country's largest distribution chain, expanded to the West Coast in 1960. Milt Salstone of M & S in Chicago set plans for a branch in Cleveland. Herb Cohen of Pittsburgh gave backing to new distributors in New York and Chicago.

As the number of distributors grows, the pressure on the one-stops grows too. Last year some of the key one-stops in the U. S. underwent reorganization. There is little doubt that the new distributors and the old distributors facing new competition will be even more active in 1961 in wooing the dealer and winning him back to distributors for his purchases.

From the dealer point of view, things may not get any better in 1961 but they are not expected to get any worse. In spite of the fact that discounting has increased rather than decreased, many dealers have not only learned to live with discounting but have even learned how to fight the discount stores with the same weapons. Even more, many dealers have discovered that when service is desired, the record shop with a full line of LP's in all fields, attractively displayed, can pull customers who just don't enjoy discount store shopping. Stereo records and percussion records, which usually have to be heard to be appreciated, have brought record buyers back to the legitimate retail disk store.

There will be more and more percussion and sound albums in 1961. It can be expected that eventually all albums will be "sound" albums, whether with orchestras or vocals. And it can also be expected that there will be more product issued than can be sold, most of which will wind up in discount stores as 99 cent LP sale items. Last year more records were sold in retail stores than in any year ever. If business stays on an even keel it can be safely estimated that dealer business will rise again in 1961.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

A. Kaminstein

• *Continued from page 2*

In recent years, Kaminstein supervised the copyright registry system set up in the Copyright Law. He also assisted in preparing the U. S. proposals for the Universal Copyright Convention and was adviser to the U. S. delegation at the Paris meeting in 1951, at which the preliminary draft of the Convention was prepared. The Convention was signed in 1952 and ratified by the U. S. in 1954. This was the first time the U. S. became an adherent to a world-wide copyright treaty.

Kaminstein is a member of the New York Bar, the Federal Bar Association, and of various copyright committees of the American Bar Association.

*Translation: Hi! I Dig the Baby Sounds on BABY SITTIN' BOOGIE by BUZZ CLIFFORD
Exclusively on Columbia Records

SPECIAL, JANUARY ONLY:

ELEKTRA RECORDS JANUARY JUBILEE OFFERS DISCOUNTS ON FULL CATALOG!

Take advantage of the big "ONE FREE FOR TEN" offer during ELEKTRA'S 10th ANNIVERSARY JUBILEE.
And you can choose from the entire ELEKTRA catalog of superb recordings featuring world famous artists.
Stock up now for bigger profits. Get going with the best sellers from ELEKTRA.

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STORE-TESTED PROFIT POINTERS FOR DEALERS

Junior Credit Plan Adds to Tape Sales

By ROBERT LATIMER

Editor's Note: Last week credit plans set up by dealers with outside help were discussed. This week a credit plan, as instituted by a dealer himself, for teen-age and other junior customers is outlined.

Tapping a "plus business" market made up of customers who buy $200 tape recorders, have no trade-ins to offer and who seldom haggle over the price is the purpose of a Junior Credit System which has been developed at Lawson's, tape recorder and radio dealership in Phoenix, Ariz.

Adult Contracts

As the credit plan functions, manager Morris Schneider makes no attempt to differentiate between junior customers and adults, so far as the time payment regulations or forms go. Instead, his young-adults (between 18 and 21) and teen-agers of high school age, are simply put on the same contract which adult customers use and make the same sort of payments. Each credit purchase is individually written up, with no particular limitations. The store doesn't demand adult co-signers such as has usually been the practice in developing such time payment plans in the past, nor is there anything other than the usual credit investigation.

"We built up this plan on the basis of complete trust in youngsters who come from families with good credit ratings," Schneider said. "If the parents have a reputation for paying their bills, the chances are that they have trained their youngsters the same way, and that we will not be running any risks whatsoever. The kids appreciate such trust, and will bend over backwards to make sure that every payment is made on time. Moreover, once they have successfully paid off a contract, they are much easier to sell on the next purchase."

The program is advertised in direct-mail catalogs, which Lawson's sends out to the tune of better than 20,000 a year, to Phoenix residents. A page in the catalog explains the Junior Credit System, pointing out that it isn't necessary for youngsters to pay cash for their purchases, that they may enjoy the same credit privileges as adults and that Lawson's has complete faith and trust in American youth. Pointing out that no co-signer is required makes the program particularly attractive, according to Schneider, who has found that the usual youngster wants to go it on his own where credit buying is concerned.

Substantial Down Payment

Scores of tape recorders in the $200-price bracket have been sold to teen-agers who very seldom have any trade-ins to complicate the issue and who are content to pay the stipulated price, on a time-payment basis, rather than attempting to gain discounts with cash purchases, as is usually the case. The store attempts to get a large enough down payment to make sure that the customer's interest is sincere, and can depend upon clock-like regularity in payments, week after week, thereafter. There have been only a few instances since the program began in which a youngster defaulted on even a single week's payment, and when he does, it is a certainty that he will double up on the next payment to keep his contract up to snuff. A close watch is kept on the accounts, and every attempt made to add on other items as soon as the contract is nearly paid out—such as accessories, a better recorder, a phonograph or radio.

Currently, the junior accounts amount to around 15 per cent of the total credit business done by Lawson's, which has two stores in Phoenix. Schneider has every reason to expect that the percentage will rise to 20 per cent in the near future, as the juvenile traffic rolls in, propelled by enthusiastic word-of-mouth between teen-agers and even by teachers, who frequently discuss credit buying with their students. Not only is this "plus business" at the moment, but it is also a link between teen-agers and young adults which is likely to develope into long-term pleasant relationships in the future. It is conspicuous in everyday dealing with such customers that they are often making their first visit to a credit plan rather than by any other single feature.

Plan Is Good Training

Naturally, there are a few bad apples in every barrel—but these amount to only 1 per cent or so of the total of juvenile credit sales. When a youngster does not measure up to his obligations the store simply calls the parents and diplomatically suggests that the item be returned, with no further attempt at collecting payments. Parents usually comply or make up the rest of the payments themselves.

Another element in juvenile credit has been the fact that parents have deliberately brought their sons and daughters in with the suggestion that they open an account as good training for the business world later on. There have been dozens of such instances in both Lawson stores in which a customer who already had an established account has started separate accounts for one or two children, with no co-signing, no parental supervision whatsoever.

Zenith Debs New Stereo And TV Lines

NEW YORK—A Zenith showing for dealers here at the Barbizon-Plaza Hotel last week displayed 39 basic TV models and 19 new stereo phonos in its 1961 line.

Besides stylistic changes of one kind and another, the company unveiled two new features in its line: a "Gold Video Guard" TV tuner and a "Stereo Professional" automatic record changer.

The "Stereo Professional" changer is available in six of the company's console phonos and one of its TV-radio-phono combinations. It plays four-speeds, is rubber mounted and has a 45 r.p.m. spindle built into the turntable (see new products).

In addition the new changer (Continued on page 34)

MONO PHONO SALES $$ HOLD TO RISING TREND

WASHINGTON — The retail sales of monaural phonographs, which had been languishing somewhat during the summer months, continued an upward trend in the month of October according to statistics released this week by the Electronics Industries Association. The monthly total was the best since January and continued the sales recoup begun the month before. On the stereo side of the picture, October ranks third following January and February, and this, too, shows a good upward movement from the year's low set in May.

At the factory, October mono sales stood as the year's second high—some 2,000 less than the high established in September. The stereo factory sales figure of almost 392,000 topped all previous monthly highs for 1960. All stereo year-to-date figures were well ahead of 1959, but mono figures, while showing some improvement, still lagged behind the 1959 statistics.

These are the statistics as reported by the EIA's Marketing Data Department:

Retail Sales

	Monaural	Stereo
October	126,807	272,101
September	115,863	264,636
August	79,364	257,581
July	58,787	180,949
June	44,925	165,339
May	39,734	141,080
April	41,503	152,141
March	61,249	249,497
February	102,063	347,860
January	150,688	368,964
Year-to-date 1960	820,983	2,400,148
Year-to-date 1959	1,239,374	1,682,900

Factory Sales

	Monaural	Stereo
October	143,160	391,821
September	146,997	384,289
August	109,321	307,517
July	70,992	222,559
June	69,293	198,407
May	36,793	146,176
April	30,962	142,409
March	63,264	242,523
February	92,649	324,666
January	118,400	341,329
Year-to-date 1960	881,831	2,701,696
Year-to-date 1959	945,328	2,172,510

NEW AUDIO PRODUCTS

Turntable Has 45 Spindle

One feature of the new Zenith Stereo line (see separate story this issue) is the inclusion of a home console record changer that has a plastic encased 45 r.p.m. spindle which is built into the turntable of its new changer and pops up when needed. Other features of the new changer are an oversized turntable, improved "cobra" custom arm, and the use of rubber to separate and "float" the components of the changer for quieter running.

Dealer Battery Display

A transistor radio battery merchandiser has been devised by the Union Carbide and Carbon consumer products division for the display and sale of its Eveready battery types. Included in the merchandiser are five of the fastest-selling Eveready products which are applicable for use in 95 per cent of all transistor radio requirements. The display unit has a transparent front and a label on each of the drawers gives the battery number, National Electronic Distributor Association number and interchangeable stock numbers. With the pack comes an assortment of streamers, envelope stuffers and line catalog of radio batteries. The merchandiser with the batteries sells for $17.98.

Hi-Fi, Stereo on the Move

The George Koch and Sons Company of Evansville, Ind. has come up with a gadget that will certainly get your stereo sets on the move. The firm has a new caster-wheeled cart that makes stereo and hi-fi more mobile. The cart has a built-in record rack for 100 large albums and the set is of an all-welded construction, 27 inches high, 24 inches long and 19 inches wide. The suggested list price is $35.

Stereo Tape Consoles

The "Robertina" is the name of the new stereo tape console being offered by the Roberts Electronics Corporation of Los Angeles. The set retails for about $1,095 and features a four-speaker, non-directional system with separate AM-FM tuner. The set comes in a solid Danish walnut cabinet.

FM-AM Stereo Receiver

The Fisher Radio Corporation has added a new stereo receiver which will be designated Model 500S and which has 22½ watts per channel. The set, which has a total of some 20 controls, is designed to sell for $349.50 retail.

AUDIO NEWS BRIEFS

The Stromberg - Carlson Consumer Products Division has announced that **Robert W. Pemberton** is its new regional sales manager for the Midwest territory. ... **Robert M. Carstens** has been promoted to the post of assistant sales manager for the Zenith Sales Corporation's international division. ... **Palmer M. Craig** has been appointed to the job of heading up the Philco Corporation's Palo Alto, Calif., development laboratories. Prior to his new assignment, Craig was in the consumer products branch of the firm.

Telectro has appointed the Sampson Company of Chicago as its Northern Illinois franchised distributor of tape recorders... The board of directors of the Collins Radio Corporation has elected **John B. Tuthill** and **W. W. Roodhouse** to vice-president of finance and vice-president of administration, respectively.... The Andrea Radio Corporation has announced Christmas bonuses of five, four and three per cent for their employees. ... **Paeconis** to head up its district sales office in the New York Metropolitan area.

A. H. Center has rejoined the Motorola Corporation as vice-president in charge of public relations. He returns from the Leo Burnett advertising agency where he held the same post. Center had been director of public relations with Motorola from 1952-1959.... Two Midwest representatives have been appointed by the Ferrodynamics Corporation. The **Paul Kurtz** Company in Detroit and the **John M. Anderson** firm in Minneapolis are the new reps.... Sylvania Home Electronics has appointed two new sales vice-presidents: **George T. Stewart** in the East and **Austin J. White** in the Midwest.

Arvin to Clip Model Prices

COLUMBUS, Ind. — Three 1961 transistor portable models to be introduced by Arvin Industries at the Chicago Housewares Show, January 16, will bear impressive price reductions. Due, the company says, to cost saving manufacturing techniques, a six-transistor, and two seven-transistor portables will carry price tags that are from 28 to 37 per cent lower than comparable 1960 models.

A six-transistor miniature will be retail-priced at $24.95 which is $15 less than a comparable 1960 model which retails at $39.95. In addition, the two seven-transistor sets have been reduced to $29.95 and $34.95, respectively.

The price line will be held, however, on the rest of the company's new line. This includes a short-wave, three-band portable that has a built-in log book that will continue in the $100 category.

BREAKING INTO '61 WITH A REPEAT HIT

Herald RECORDS

MAURICE WILLIAMS

AND THE ZODIACS

With His SMASH FOLLOW-UP TO "STAY"!

"I REMEMBER" and "ALWAYS"

Herald 556

and HERE'S HIS HIT ALBUM

MAURICE WILLIAMS

Including **STAY • ALWAYS • I REMEMBER**
I GOT A WOMAN • BUT NOT FOR ME
and 9 others

ORDER NOW . . . HERALD HLP 1014
Suggested List $3.98

Heading for the Charts
and Breaking Big in Philadelphia, Detroit, N. Y. C.,
Cleveland, Washington, Albany and Norfolk.

"WHAT BROUGHT US TOGETHER"
by The Edsels

TAMMY 1010

Distributed Nationally by Ember

A Happy, Healthy and Prosperous New Year to All Our Friends in the Industry.

Al Silver
President
Herald-Ember Records

VOX JOX

By JUNE BUNDY

POST YULE: Stan Richards, WINS, New York, is running a "Christmas Tie Exchange" on bis morning show. Listeners are asked to send in eye-sore gift ties to Richards, who—in turn—will send them another tie from the storehouse of the exchange. "It may be better or worse," notes Richards, "no guarantees, but who can judge individual tastes. Why suffer aghast glances? There is no charge for this service."... **Red Jones**, program director-deejay, KILT, Houston, had a busy Christmas season. He emseed 10 record hops in 12 days, in addition to bis regular p.d. chores and a daily four-hour show.

BAREFOOT SANTAS: Two KPOI, Honolulu deejays —Jack Moffatt and Ron Jacobs—raised money for the local Advertiser Newspaper's Christmas Fund the hard way. Moffatt (attired in a Santa Claus suit) and Jacobs (wearing a muumuu stood at the busy Kalakaua and Kapiolani intersection December 21 and collected wastebaskets full of money from passing motorists. At the same time, station KPOI played and dedicated records to every donor who dropped by with $1 or more.

The jocks held a contest to see who could collect the most, and by midnight (they started at 6 a.m.) they had jointly collected a total of $3,414.58. A local restaurant, Coco's, gave contributors free coffee. Both Moffatt and Jacobs were barefoot most of the time, with Moffatt—encased in the plush Santa suit, suffering the most from the tropical heat. Moffatt occasionally hopped aboard a bus and collected from passengers before jumping off a block away and walking back. In a page-one feature story in The Honolulu Advertiser, Jacobs was quoted as follows: "Tour (tourists) cars would come along, and everyone would stare at the redheaded native in a muumuu, out with a wastebasket and wonder what kind of a quaint custom this was. I'd go over and talk up the fund and collect $4 or $5."

CHANGE OF THEME: Chuck Daugherty, former all-night deejay at WXYZ, Detroit, is changing his hours and taking over the early morning slot (6-10 a.m.) at WQTE, Detroit. The jock will also be on the air from 6 to noon on Saturdays.... William T. McKibben, assistant to the veepee of the Balaban Stations, has been appointed to the North County Branch of YMCA Managers.... Gordon H. Lund is the new general manager of KOME, Tulsa, succeeding Charles W. Loufek, who has joined WEW, St. Louis, a newly acquired Franklin Broadcasting property. Station KOME is also a Franklin station.

Richard Hayes' "Big Beat" record hop show on WNEW-TV, New York, has been sliced to a weekly telecast. Formerly aired daily, 5:30-6 p.m., Monday through Friday, and 8-9 p.m. on Saturday, the "Big Beat" will now only be telecast as an hour Saturday show.... **Gary Mercer**, ex-WWIZ, Lorain, Ohio, has moved to WNCO, Ashland, Ohio, effective December 28.

John Trotter, formerly program director and deejay at KABC, Hollywood, has replaced Joel Spivak at KILT, Houston. Spivak has moved to WPRO, Providence, R. I. ... Norman S. McGee is acting chief executive of WQXR, New York, and Walter Neiman will be acting program director in the absence of Elliott M. and Eleanor Sanger, who ordinarily handle those duties. Sanger has temporarily relinquished his post to become general manager of The New York Times International Edition in Paris.

GAB BAG: Free-lance programmer **Bill Gavin** writes. "Retro-spectacular-1960: This was the year for the 'spectaculars'—the hits of the past. Some stations devoted entire days to these oldies. Others are now devoting from 25 to 50 per cent of their plays to former hits. As a result, the difficulties already facing the adequat exposure of new releases have been multiplied. Single sales have dropped to less than 50 per cent of their former volume. Transshipping has been castigated, but still continues. Counterfeiting has been uncovered and prosecution of the accused has been undertaken. Public acceptance of new sounds from both the country and blues field continues to grow. At the same time there has been a growing trend in favor of the more conventional instrumental sounds."

THIS 'N' THAT: Jerry Lewis has lined up a flock of big name Hollywood deejays to appear in his new movie "Ladies Man." The spinners include Ira Cook, Peter Potter, Dick Whittinghill, and Dick Haynes.

CANADA: George Balcaen, CKOC, Hamilton, Ont., is sending out a weekly newsletter which he calls "Whatinhellsgoingon." He lists news of the industry, as well as OC's top 10, and "yocks for jocks."... Twenty per cent of English-speaking Montrealers who live in what is considered the better residential areas now own FM sets, Elliott-Haynes, Ltd., has concluded from a survey. Listeners divide their time between CBC-FM and the separately-programmed CKVL-FM, Verdun. It's estimated that there are more than 350,000 FM sets in use in Montreal, Ottawa, and Toronto.... Station CHLO, St. Thomas, will produce an LP of the winners of the annual Rotary Music Festival.... Program manager of CHUM, Toronto, **Allan Slaght**, reports more than 10,000 letters were received with a contest held in connection with **"Johnny Mathis Day."** Three Mathis records per hour were played over a 24-hour period, while listeners were invited to send in the titles of any 10 records played. Prizes were tickets to Mathis and 13 albums.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Richter's RCA Victor LP a Chartmaker

Noted Russian pianist, Sviatoslav Richter was born in Shitomir in the Ukraine in 1915. His father, although an organist, pianist and composer, never taught his son.

The talented young man studied at the Moscow Conservatory and in 1945 won first prize in the U. S. S. R. Musical Competition. In 1942 Richter began to concertize and played the premiere performance of Prokofieff's Sixth Sonata which brought him into the forefront of Soviet musicians.

Recently Richter made rave notices in his series of New York concerts. He has recorded for a number of labels but his RCA Victor recording of Brahms' Concerto is the first to climb the LP Chart.

Hoochie Coochie Coo Ballard's 5th in Row

This year is one that Hank Ballard and the Midnighters won't soon forget. The veteran group soared back into national prominence for the first time since 1955, with five straight hits, three of which were million sellers.

The string of hits was started by the r.&b. click "Coffee Grand," followed in order by his three golden etchings, "Finger Poppin' Time," "Twist" and "Let's Go, Let's Go, Let's Go." The boys are currently making the scene with "Hoochie Coochie Coo."

The Midnighters are: Lawson Smith, Norman Thrasher, Billy son Smith, Norman Thrasher, Billy Davis and Henry Booth and they joined with Ballard in 1953.

Their hits include "Work With Me Annie," "Annie Had a Baby," "Henry's Got Flat Feet," "Sexy Ways," "Kansas City" and "Teardrops on Your Letter." The group has six albums available on the King label, latest of which is "Spotlight on Hank Ballard and the Midnighters."

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 7, 1956

1. Sixteen Tons
2. Memories Are Made of This
3. Moments to Remember
4. He
5. I Hear You Knockin'
6. Autumn Leaves
7. Nuttin' for Christmas
8. Love and Marriage
9. It's Almost Tomorrow
10. Only You

JANUARY 6, 1951

1. Tennessee Waltz
2. The Thing
3. My Heart Cries for You
4. Harbor Lights
5. Nevertbeless
6. Bushel and a Peck
7. Rudolph, the Red-Nosed Reindeer
8. All My Love
9. Thinking of You
10. Be My Love

MUSIC AS WRITTEN

New York

MANUFACTURER NEWS: Carlton Records has pacted **Merv Griffin** to record both singles and albums for the label. . . . **George Goldner** is issuing a disking of "Rock Around the Clock" with **Franny Boye.** Boye sings the tune in the forthcoming flick "Sock and Rock."... Top Rank signed thrush **Johanna Valenti.** Burton Management, headed by **Ed Burton,** will produce all of the singer's disks for the label. **Dick Wolfe and Irwin Shuster** will handle the dates.... M-G-M Records has inked **Mike Allen,** New York lad who just finished an engagement at Pittsburgh's Holiday House.... **Leroy Holmes** just cut a recording date with singer **Randy Lee** for Everest in Nashville. **Hank Garland, Grady Martin** and **Floyd Cramer** were on the date. Lee just finished a short stint in the U. S. Army.

TALENT TOPICS: Violinist Jaime Laredo will make his first New York appearance at Carnegie Hall, January 4 with the Boston Symphony Orchestra.... Cannonball Adderly is writing a column for the New York Amsterdam News.... Chris Connor and the Charlie Byrd Trio open at the Village Vanguard in New York, January 3.... Roy Acuff and the Smokey Mountain Boys returned to the U. S. last week after an extended tour of American military installations in France, Germany and Italy. Trip was Acuff's eighth abroad to entertain the Armed Forces.... Abbey Lincoln opened at Joe Wells' Upstairs Room in New York, December 30. Thrush is now with Candid Records.

NBC's "Monitor" rang out the old and rang in the New Year with remotes from two New York jazz clubs, The Metropole and Birdland, featuring the bands of **Lionel Hampton** and **Count Basie,** respectively.... **Adam Wade** has waxed the theme song of the 1961 March of Dimes, "Please Say Yes."... **Johnny Tillotson** starts a month-long series of personal appearances in the East to plug his new recording of "Jimmy's Girl."... The Platters wound up their Mexican tour last week. Bob Rolontz.

Chicago

MANUFACTURER NEWS. . . . Amos Heilicher's daughter, Elissa, became engaged to **Stu Kloner,** a non-pro recently. Amos heads Soma Records along with several Minneapolis distributorships. . . . It was wedding bells for **Don Thorne,** sales manager of Davis Sales, Denver distributorship, and **Bernie Lewis,** also a non-pro. They tied the knot December 18. . . . Pink Cloud Records, a new firm here, released its first pop waxing last week. It features 15-year-old **Wanita Rogers,** their own discovery, on vocals, and deejay **Lynn Hollings,** doing a narration bit.

Mercury has just won the "Prix Charles Cros" (Grand Prix National Du Disque), France's award for the top record of the year. It's a classical disk featuring The Detroit Symphony Orchestra, conducted by Paul Paray: "La Tragedie De Salome, Florent Schmitt; Namouna (Edaurdo Lalo); and La Danse Des Sept Voiles, Richard Strauss. . . . Jack Mishler, owner of Quad State Distributing, Des Moines, takes over as Kansas City distributor for Columbia. . . . Everett Karow, 25-year veteran with Decca, has retired. His most recent post, that of Minneapolis branch manager for the label, is being taken over by Russ Holland.

TALENT TATTLES. . . Bob **Newhart** just signed for his most lucrative television appearance to date—a January 22 appearance on the **Dinah Shore** show for a whopping $7,500. Button Down Bob has had a meteoric rise over the past nine months. He's just concluding a three-week stint at Mister Kelly's here, and received a bonus from the **Brothers Marienthal** that exceeds his salary at the boit for the entire engagement. Bob was working on an option from an earlier engagement, when his fees were considerably less. Packed house for his entire stay prompted the bonus gesture. . . . **Bob Gibson** opens for a four-week stay at the Gate of Horn here. He'll be joined by folk singer **Judy Collins.**

Andre Kostelanetz returns to the podium for his second appearance of this season as conductor of the Chicago Symphony Orchestra on "Great Music from Chicago," Sunday (8), 9-10 p.m. on WGN-TV (Channel 9). . . . Margaret Whiting and comedian Dave Barry will make their Mister Kelly's debuts when they begin a three-week engagement Monday (2). . . . Dorothy Donegan and her trio open at the London House for five weeks, Tuesday (3). She'll share the stage with the Audrey Morris trio. . . . Dinah Washington brings her own show to the Tivoli Theater for one week, starting January 27.

Nick Biro.

Hollywood

MANUFACTURER NEWS: Liberty Records will kick off the new year with a 10-disk singles campaign. Label is calling it the "P-45" release. Letter "P" stands for "Power," according to Liberty. Release features its top 10 selling artists.

Tempo's President Col. Irving Fogel returned here in time for the yule season after a three-month business trip through Europe and Africa. . . . RCA Victor claims a sellout in San Francisco for its initial shipment of 5,000 Limeliters' ("Tonight, in Person") albums. . . . In the same city, Kapp Records recorded Bill Dana's "Jose Jimenez at the hungry i" during his four-week run at the spot. Recordings were made two weeks ago, and the album is due out next week.

Warner Bros.' four district sales managers held a series of distributor meetings in their respective territories to introduce the label's January-February program. Presentation will be made in the form of a 35mm filmstrip, showing the new product and the sales push the company will put behind it. WB's meetings started December 27 and wind up January 3. DSM's conducting the

(Continued on page 18)

The Four Preps

With the first vocal rendition of the smash hit...

"CALCUTTA"

Record No. 4508

Available Now on

Capitol Records

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

CAMELOT: Ornadel and the Starlight Symphony Orchestra offer a light-hearted and pleasant instrumental treatment of 11 tunes from the musical hit by Lerner and Lowe. This is the same team that gave us My Fair Lady, Brigadoon, Paiol Your Wagon and the movie, Gigi. Some of the standouts in lush score are the lovely Follow Me and If f Ever Would Leave You.

PAUL EVANS, 22-year-old chartmaker from Jamaica, Queens, has switched from the subsid Guaranteed to the Carlton label for his latest release I Love To Make Love To Yon b-w Show Folk. Paul also plays guitar, drums, piano and composes, plus repairing hi-fi sets as a hobby.

BRENDA LEE, born on December 11, 1944 in Atlaota, Ga., made her first appearance at the age of five in an amateur contest. The petite Miss Lee began her road to popularity with her first appearance on ABC TV's "Ozark Jubilee" where she impressed audiences with her vivacious personality. Thereafter she became a "regular" on the Jubilee in addition to many other guest shots on other TV network shows. Her latest Decca release Emotions b-w I'm Learning About Love earned a Billboard Spotlight. Some of Miss Lee's earlier hits were Jamblaya, One Step At A Time, Sweet Nothin's and her Rockin' 'Round The Christmas Tree is currently riding high on the charts.

JOHNNY TILLOTSON, Cadence disk star, was born on April 20, 1939 in Jackson, Florida. He atteoded high school in Palatka, Florida, where he was a singer with the high school band. Tillotson's first professional appearance was a TV guest shot on the local "Toby Dowdy Show." Johnny was so well received he was signed to a regular contract. His "big break" came when Lee Roseoberg, owner of the Southern Belle Music Company heard him sing on a Pet Milk talent contest in Nashville. She arranged an audition for him with Archie Bleyer, Cadence prexy, who signed Johnny to the label. His current hit Poetry In Motion is still high on the charts while his latest release Jimmy's Girl received a Billboard Spotlight.

WEBB PIERCE, one of Decca's top c.&w. artists, was born on a farm near West Monroe, La., some 30 odd years ago. Since theo he has had more than 30 hit songs in a row and his most recent release There's More Pretty Girls Than One b-w Let Forgiveness In rated a Billboard Spotlight. Webb also had his version of Fallen Idol high on the Country & Western charts. His big hits at Decca include: I'm In The Jailhouse Now, Back Street Affair, Slowly, Even Those, More And More, There Stands The Glass, I'm Tired and Honky Tonk Song.

LAWRENCE WELK, the Champagne Maestro from North Dakota, has just released his latest Dot album Calcutta. The single of the same oame, taken from the album, merited a Star Performer this week for its rapid rise on the Hot 100.

KITTY WELLS, a name synonymous with c.&w. hits, has earned another Billboard Spotlight for her latest Decca release Fickle Fun b-w The Other Cheek. Since signing with Decca in 1952, Miss Wells, who is Mrs. Johnny Wright in private life, has had a continuous flow of hits. Among her biggest were: Paying For A Back Street Affair, I'll Always Be Your Fraulein, Searching, Repenting, Making Believe, I Can't Stop Loving You, Change Of Heart and her never to be forgotten answer song to Hank Thompson's Wild Side Of Life—It Wasn't God Who Made Honky Tonk Angels.

JUSTIN WILSON, whose Ember album The Humorous World of Justin Wilsoo deals hilariously with the dialect of the Cajun people of Louisiana. These are the same Cajun people whose persecution and flight from Nova Scotia is immortalized in Longfellow's "Evangeline."

WILDCAT: The original cast album of the "all ball" Broadway musical is now available on RCA Victor. The album features Miss Ball, Keith Andes, Don Tompkins, Paula Stewart singing the spirited score that received warm superlatives from the critics. The package includes such songs as Hey, Look Me Over, You're A Liar, Give A Little Whistle, Tall Hope and the show stopping El Sombrero.

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

AM I BLUSHING: Last week's Discourse carried a piece on Ray Charles. Everything came out ok, except we listed "his moving rendition of Georgia On My Mind" as being on the Atlantic label. Everybody knows it's an ABC-Paramount record. Sorry. Stupid typewriter!

BIRTHDAYS OF THE WEEK: Jan. 2, Julius La Rosa, Arthur Prysock. Jan. 3, Maxine Andrews, Victor Borge, Ray Milland. Jan. 4. Slim Gaillard, Noro Morales. Jan. 5, Lindsay Crosby. Jan. 6, Earl Scruggs and Paul Wilson of the Flamingos.

Happy New Year.

Johnny McCann.

THIS WEEK'S NEW Money Records

. . . an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

SINGLES

DID YOU EVER SEE A DREAM WALKING—
Randy Lee ....Everest

I LOVE TO MAKE LOVE TO YOU—Paul Evans ....Carlton

THE MOST BEAUTIFUL WORDS—Della Reese ....RCA Victor

ALBUMS

CAMELOT—
Ornadel and the Starlight Symphony Orchestra..........M-G-M

According to statistics maintained over a period covering thousands of releases . . . 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

MUSIC AS WRITTEN

• Continued from page 16

sessions will be **Stuart Woodruff** (East), **Dick Tobin** (South), **Bob Summers** (Midwest), and **Fran Howell** (West).

You can expect an announcement from Dot Records that it has passed the $12,000,000 sales mark during 1960. Inside sources claim annooncement will show that Dot has had its biggest year to date, going above last year's figure by almost 50 per cent.

TALENT TOPICS: The **Modernaires** will open at San Francisco's Fairmont Hotel January 19 after closing their run at Harrah's Club at Lake Tahoe. . . . **Jerry Fielding** went to New York to arrange and conduct a Coral album session with **Teresa Brewer.**

Sam Cooke signed London's Sil Silman and Melbourne's Jack Argent to serve as his music publishing associates and reps on the foreign market. The RCA Victor artist owns two publishing firms which publish his original songs. . . . Liberty's Bobby Vee starts a two-week one-nighter tour at Washington's Howard Theater. He will also appear in Pittsburgh, Baltimore, New York, Hartford, Providence, Boston, Buffalo, and Schenectady.

Bob Marcucci and **Russ Faith** penned "You're Only Young Once" for **Fabian** to warble in Paramount's "Love in a Goldfish Bowl." film which co-stars Fabian and **Tommy Sands.** . . . Decca's **Breoda Lee**, heading a teen-age vocal troupe, set house records, it is claimed, at Honolulu's Civic Auditorium. Sixteen-year-old songstress reportedly grossed $497,000 during her recent month-long tour of 36 Eastern and Midwestern cities prior to heading for Hawaii. Troupe is managed by **Dub Allbritten,** and includes vocalist **Bob Beckham** and vocal-instrumental group, the **Casuals.**

Lee Zhito.

Pittsburgh

MANUFACTURER NEWS: **Nick Albarano,** Capitol Records branch manager in Pittsburgh, and his operation manager, **Dick McMorrow,** will be in Philadelphia January 5 and 6 to attend a regional meeting.

Nat King Cole, whose musical "I'm With You" perished in Detroit the week before it was to have played the Nixon Theater here, bas been booked into the Rose Calderone Twin Coaches nightclub, the week of January 30. After his Pittsburgh club date, Cole is expected to resume work on his play with an eye to bringing it to Broadway next month.

The **Alex North** sound track album of "Spartacus" for Decca is a hot-selling item throughout this area, reflecting the popularity of the U-I movie, now on a roadshow basis at the Nixon Theater. . . . **Nina Simone,** whose Colpix LP, "Nina at Newport" is doing well here in addition to her single, "Trouble in Mind," will make her debut in this area January 14 at a Carnegie Music Hall concert. **Bob Newhart** is also scheduled for his first date locally in February.

TALENT TOPICS: Lillian Briggs had to cancel ont of her Holiday House club date next week wben Jerry Lewis picked up his option on ber for another week, so Betty Reilly gets the date. The Holiday House, catering to more and more record names, has lined np Carmen Cavallaro, January 12; Connie Francis, February 3; Eydie Gorme and Paul Anka, dates not definite as yet. . . . Walter Brown of the Joe Hiller booking office set Tommy Leonetti into the 176 Lounge, Warren, Ohio, January 6 and 7.

Nick Lomakin, who operates three Downtown music stores, moves into the Penn-Sheraton's swank Riverboat Room on January 2, replacing **Muggsy Spanier.** . . . "Yes, I'm Lonesome Tonight," by **Dodie Stevens** and Lawrence Welk's "Calcutta" are continuing great for Dot Records here, according to branch manager **Bob Vogel.** . . . The **Miracles** have a lusty one breaking big here in "Shop Around" on the Tamla label, reports **Glenn Miller** of Bill Larence Distributors.

Leonard Mendlowitz.

Toronto

MANUFACTURER NEWS: Quality's Toronto manager **Fred Clayton** realized dealers were just too busy to talk with his salesmen the week before Christmas, and ordered the salesmen into the stores to help with sales and push Quality material for the whole week. . . . **Lee Farley, Bill Kearns** and **George Struth** of the Quality executive level were in Chicago for Mercury sales meetings. . . . **Robert Pampe,** managing director of Columbia Records of Canada Ltd., Canadian director-at-large of the Country Music Association, is planning a drive to enlist more Canadian members for the association. He feels that deejays who program country music would like to become members of the association. He also points out that Canada's two top TV programs, "Country Hoe-down" and the Don Messer Show are country shows. . . . Clairtone, manufacturers of hi-fidelity equipment in Canada, has been using the Sparton-distributed Command album of "Roman Guitars" to demonstrate its equipment. . . . **Phil Anderson** of Arc Sound claims he was unable to keep 101 Years of Great Music on Somerset in stock before Christmas. . . . Columbia Records' original cast recording of "Camelot" was in the stores just two days before Christmas.

TALENT TOPICS: CBS carried on a TV network interview with Harry Belafonte about his start in show business, his social and political beliefs, his ambitions and his views on racial problems in the United States. . . . The Canadian Music Publishers Association re-elected Wilfred Croombs its chairman for 1961; he's Toronto manager for Boosey and Hawkes. John Bird of Gordon V. Thompson was elected vice-chairman, while members of the executive committee are Bruno Apollonio of Ricordi, Freda Ferguson of Oxford University Press, F. C. Moogk of Waterloo Music Company Ltd. J. G. Stanford continues as secretary of

(Continued on page 37)

Dot RECORDS

presents

ANOTHER GOLDEN RECORD BY

BILLY VAUGHN

and his orchestra

"WHEELS"

"ORANGE BLOSSOM SPECIAL"

#16174

Dot RECORDS

"THE NATION'S BEST SELLING RECORDS"

The Billboard TOP LP'S

FOR WEEK ENDING JANUARY 8

BEST SELLING MONOPHONIC LP'S

MONO ACTION ALBUMS — on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	G. I. BLUES — Elvis Presley ... RCA Victor LPM 2256	10
2	2.	BUTTON-DOWN MIND OF BOB NEWHART ... Warner Bros. W 1379	34
3	3.	BUTTON-DOWN MIND STRIKES BACK — Bob Newhart ... Warner Bros. W 1393	8
4	5.	STRING ALONG — Kingston Trio ... Capitol T 1407	21
5	4.	NICE AND EASY — Frank Sinatra ... Capitol W 1417	20
6	6.	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II — Assorted Artists ... RCA Victor LM 6088	10
7	11.	MUSIC FROM EXODUS, AND OTHER GREAT TUNES — Mantovani ... London LL 3231	3
8	7.	THIS IS BRENDA — Brenda Lee ... Decca DL 4082	7
9	15.	MERRY CHRISTMAS — Bing Crosby/Andrews Sisters ... Decca DL 8128	3
10	35.	MERRY CHRISTMAS — Johnny Mathis ... Columbia CL 1195	2
11	—	LAST MONTH OF THE YEAR — Kingston Trio ... Capitol T 1446	1
12	22.	CHRISTMAS SING ALONG WITH MITCH — Mitch Miller ... Columbia CL 1205	2
13	17.	DARIN AT THE COPA — Bobby Darin ... Atco 122	12
14	8.	SAY IT WITH MUSIC — Ray Conniff ... Columbia CL 1490	13
15	9.	JOHNNY'S MOODS — Johnny Mathis ... Columbia CL 1526	2
16	37.	LAST DATE — Lawrence Welk ... Dot DLP 3350	2
17	16.	WEST SIDE STORY — Original Cast ... Columbia OL 5230	9
18	36.	BRENDA LEE ... Decca DL 4039	20
19	14.	KNOCKERS UP — Rusty Warren ... Jubilee JLP 2029	9
20	—	DATE WITH THE EVERLY BROTHERS ... Warner Bros. W 1395	3
21	—	WONDERLAND BY NIGHT — Bert Kaempfert ... Decca DL 4101	1
22	10.	EDGE OF SHELLEY BERMAN ... Verve MGV 15013	24
23	26.	TWIST — Chubby Checker ... Parkway P 7001	9
24	—	CHRISTMAS WITH CONNIFF — Ray Conniff ... Columbia CL 1390	1
25	18.	GENIUS HITS THE ROAD — Ray Charles ... ABC-Paramount ABC 335	13
26	19.	PAUL ANKA SINGS HIS BIG 15 ... ABC-Paramount LP 323	27
27	—	BELAFONTE RETURNS TO CARNEGIE HALL — Harry Belafonte ... RCA Victor LOC 6007	1
28	12.	WILD IS LOVE — Nat King Cole ... Capitol WAK 1392	10
29	20.	SOLD OUT — Kingston Trio ... Capitol T 1352	37
30	25.	REJOICE DEAR HEARTS — Brother Dave Gardner ... RCA Victor LPM 2083	28
31	—	BEN-HUR — Rome Symphony Orch./Savina ... M-G-M 1E1	36
32	38	CHRISTMAS MUSIC — Mantovani ... London LL 913	2
33	—	ELVIS' CHRISTMAS ALBUM — Elvis Presley ... RCA Victor LPM 1951	1
34	29.	KICK THY OWN SELF — Brother Dave Gardner ... RCA Victor LPM 2239	19
35	—	ANKA AT THE COPA — Paul Anka ... ABC-Paramount ABC 353	2
36	33.	IRMA LA DOUCE — Original Cast ... Columbia OL 5560	5
37	34.	UNSINKABLE MOLLY BROWN — Original Cast/Tammy Grimes..Capitol WAO 1509	2
38	—	LANZA SINGS CARUSO—CARUSO FAVORITES — Mario Lanza/Enrico Caruso ... RCA Victor LM 2393	26
39	23.	MEMORIES SING ALONG WITH MITCH — Mitch Miller ... Columbia CL 1542	8
40	39.	MILLION DOLLARS' WORTH OF TWANG — Duane Eddy ... Jamie J 3014	2

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	55
2	2.	INSIDE SHELLEY BERMAN, Verve MGV 15003	89
3	6.	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I, Assorted Artists, RCA Victor LM 6074	58
4	3.	ENCORES OF GOLDEN HITS, Platters, Mercury MG 20472	43
5	7.	MY FAIR LADY, Original Cast, Columbia OL 5090	248
6	5.	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	61
7	4.	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	140
8	8.	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	129
9	11.	KINGSTON TRIO, Capitol T 996	81
10	18.	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	145
11	10.	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	99
12	15.	WOODY WOODBURY LOOKS AT LOVE AND LIFE, Stereodditias MW 1	43
13	12.	ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	48
14	14.	HYMNS, Tennessee Ernie Ford, Capitol T 756	172
15	23.	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	53
16	13.	HEAVENLY, Johnny Mathis, Columbia CL 1351	68
17	9.	SOUTH PACIFIC, Original Cast, Columbia OL 4180	343
18	16.	THE MUSIC MAN, Original Cast, Capitol WAO 990	149
19	20.	GIGI, Sound Track, M-G-M 3641 ST	131
20	—	OLDIES BUT GOODIES, Assorted Artists, Original Sound S-001	66
21	22.	KING AND I, Sound Track, Capitol W 740	209
22	24.	FAITHFULLY, Johnny Mathis, Columbia CL 1422	51
23	25.	FILM ENCORES, VOL. 1, Mantovani, London LL 1700	129
24	—	COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	85
25	19.	OKLAHOMA! Sound Track, Capitol SAO 595	218

BEST SELLING STEREOPHONIC LP'S

STEREO ACTION ALBUMS — on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2.	NICE AND EASY — Frank Sinatra ... Capitol SW 1417	19
2	5.	G. I. BLUES — Elvis Presley ... RCA Victor LSP 2256	7
3	4.	BONGOS — Los Admiradores ... Command RS 809	19
4	1.	STRING ALONG — Kingston Trio ... Capitol ST 1407	20
5	12.	SENTIMENTAL SING ALONG WITH MITCH — Mitch Miller ... Columbia CS 8251	24
6	11.	CHRISTMAS SING ALONG WITH MITCH — Mitch Miller ... Columbia CS 8027	3
7	9.	PROVOCATIVE PERCUSSION, VOL. II — Command All Stars ... Command SD 810	16
8	13.	CHRISTMAS MUSIC — Mantovani ... London PS 142	3
9	6.	PERSUASIVE PERCUSSION, VOL. II — Terry Snyder and the All Stars ... Command RS 808 SD	20
10	7.	SAY IT WITH MUSIC — Ray Conniff ... Columbia CS 8282	9
11	15.	LOOK FOR A STAR — Billy Vaughn Orch. ... Dot DLP 25322	19
12	22.	MUSIC FROM EXODUS, AND OTHER GREAT THEMES — Mantovani ... London PS 224	2
13	3.	BONGOS, FLUTES, AND GUITARS — Los Admiradores ... Command RS 812	11
14	21.	JEALOUSY — Percy Faith ... Columbia CS 8292	6
15	—	CHRISTMAS WITH CONNIFF — Ray Conniff ... Columbia CS 8185	1
16	10.	JOHNNY'S MOODS — Johnny Mathis ... Columbia CS 8326	18
17	16.	LAST DATE — Lawrence Welk ... Dot DLP 25350	3
18	18.	TCHAIKOVSKY: 1812 OVERTURE — Minneapolis Symphony Orch. (Dorati) ... Mercury SR 90054	28
19	24.	THEME FROM "THE SUNDOWNERS" — Billy Vaughn ... Dot DLP 25349	3
20	8.	BELAFONTE RETURNS TO CARNEGIE HALL — Harry Belafonte ... RCA Victor LSO 6007	2
21	19.	CAN CAN — Sound Track ... Capitol SW 1321	24
22	25.	WEST SIDE STORY — Original Cast ... Columbia OS 2001	7
23	—	TEMPTATION — Roger Williams ... Kapp KS 3217	2
24	20.	BRAHMS CONCERTO — Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf ... RCA Victor LSC 2466	4
25	23.	MACK THE KNIFE—ELLA IN BERLIN — Ella Fitzgerald ... Verve MGVS 6163	6
26	27.	WHITE SATIN — George Shearing ... Capitol ST 1334	16
27	—	SEASON'S GREETINGS FROM PERRY COMO ... RCA Victor LSP 2066	1
28	—	STAR CAROL — Tennessee Ernie Ford/Orch. and Chorus ... Capitol ST 1071	1
29	17.	WILD IS LOVE — Nat King Cole ... Capitol SWAK 1392	11
30	28.	BYE BYE BIRDIE — Original Cast ... Columbia KOS 2025	6

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command S 800	50
2	2.	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	52
3	3.	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	85
4	4.	PROVOCATIVE PERCUSSION, VOL. I, Command All Stars, SD 806	50
5	7.	BEN-HUR, Roma Symphony Orch./Savina, M-G-M 1E1	33
6	6.	FILM ENCORES, VOL. 1, Mantovani, London PS 124	73
7	11.	MUSIC MAN, Original Cast, Capitol SWAO 990	67
8	5.	MY FAIR LADY, Original Cast, Columbia OS 2015	85
9	12.	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	81
10	14.	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	60
11	—	PARTY SING ALONG WITH MITCH, M. Miller, Columbia CS 8183	30
12	9.	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	62
13	20.	PETE FOUNTAIN'S NEW ORLEANS, Coral CRL 7-57282	33
14	—	OKLAHOMA! Sound Track, Capitol SWAO 595	63
15	13.	GEMS FOREVER, Mantovani, London PS 106	53
16	15.	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	36
17	16.	KING AND I, Sound Track, Capitol SW 740	72
18	18.	SOLD OUT, Kingston Trio, Capitol ST 1352	36
19	8.	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	41
20	19.	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	42

BASED ON SALES IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. **SIXTY YEARS OF SONG HITS, VOL. 2**....Assorted Artists, RCA Victor LM 6088
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
   Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. **BRAHMS: SECOND PIANO CONCERTO**...Svialoslav Richter, RCA Victor LM 2466
6. **LANZA SINGS CARUSO—Caruso Favorites**
   Mario Lanza-Enrico Caruso, RCA Victor LM 2393
7. **HANDEL: THE MESSIAH**
   Addison, Oberlin, Lloyd, Warfield, Westminister Chorus, Williamson (director), Philadelphia Symphony Ork. of New York, L. Bernstein, Columbia M2L 263
8. **GROFE: GRAND CANYON SUITE**..........Morton Gould, RCA Victor LM 2433
9. **THE LORD'S PRAYER**..The Mormon Tabernacle Choir (Condie), Columbia ML 5386
10. **SIXTY YEARS OF SONG HITS, VOL. 1**....Assorted Artists, RCA Victor LM 6074

STEREOPHONIC CLASSICAL ALBUMS

1. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
   Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. **BRAHMS: SECOND PIANO CONCERTO**....Svialoslav Richter, RCA Victor LSC 2466
4. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
5. **HANDEL: THE MESSIAH**
   Mormon Tabernacle Choir (Condie), Philadelphia Ork. (Ormandy), Columbia MS 6058
6. **GROFE: GRAND CANYON SUITE**..........Morton Gould, RCA Victor LSC 2433
7. **LANZA SINGS CARUSO—Caruso Favorites**
   Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
8. **THE LORD'S PRAYER**
   The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. **SCHUMANN: CONCERTO IN A MINOR**......Van Cliburn, RCA Victor LSC 2455
10. **RODGERS: VICTORY AT SEA, VOL. 2**
    RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

BEST SELLING LOW PRICE LP'S (List price $2.98 or less)

(Stereophonic)

1. **Soul of Spain, Vol. 1**
   101 Strings..Stereo Fidelity SF 6600
2. **101 Years of Familiar Songs**
   101 Strings...Stereo Fidelity 2 RS
3. **Soul of Spain, Vol. 2**
   101 Strings Stereo Fidelity SF 9900
4. **Ebb Tide**
   Frank Chacksfield, Richmond S 30078
5. **Backbeat Symphony**
   101 Strings, Stereo Fidelity SF 11500
6. **Silver Screen**
   101 Strings Stereo Fidelity SF 7000
7. **Concerto Under the Stars**
   101 Strings Stereo Fidelity SF 6700
8. **101 Strings Play the Blues**
   ....Stereo Fidelity SF 5800
9. **Symphony for Lovers**
   101 Strings Stereo Fidelity SF 4500
10. **East of Suez**
    101 Strings, Stereo Fidelity SF 11200

(Monophonic)

1. **Soul of Spain, Vol. 1**
   101 Strings.....Somerset P 6600
2. **Ebb Tide**
   Frank Chacksfield, Richmond M 20078
3. **Soul of Spain, Vol. 2**
   101 Strings.....Somerset P 9900
4. **101 Years of Familiar Songs**
   101 Strings.......Somerset 2 RS
5. **101 Strings Play the Blues**
   ....Somerset P 5800
6. **You Do Something to Me**
   Mario Lanza..RCA Camden CAL 450
7. **Good Housekeeping Reducing Off the Record**....Harmony HL 7143
8. **Silver Screen**
   101 Strings......Somerset P 7000
9. **Hawaii in Hi-Fi**
   Leo Addeo Orchestra............
   ....RCA Camden CAL 510
10. **Concerto Under the Stars**
    101 Strings......Somerset P 6700

Reviews of THIS WEEK'S LP'S

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

MEMORIES ARE MADE OF THIS

Ray Conniff. Columbia CS 8374. (Stereo & Monaural)—Conniff wraps up 12 tunes (which were hits over the past 10 years) in his usual tasteful, swingy way, utilizing a chorus as a section of the ork, singing syllables rather than words. A worthy addition to his string of best-selling LP's. Tunes include "Only You," "Around the World."

THE BROTHERS FOUR

Columbia CS 8378. (Stereo & Monaural)—The Brothers Four have become popular college concert favorites and this package idea is attuned to that theme. An effective cover shows color photos of each of the lads, identifying them by name. Inside, there's a fine selection of material including a recent single, "The Green Leaves of Summer." Other strongly folk-oriented items are "I Am a Roving Gambler," "St. James Infirmary," "Beautiful Brown Eyes." Splendid performances throughout.

CIRCULATE

Neil Sedaka. RCA Victor LPM 2317—Sedaka, who has a big following in the teen set, should pull adult fans with this collection of pretty oldies and standards. His expressive readings are spotlighted on "Smile," "All the Way," "Bess You Is My Woman," etc. Solid backing by arranger-conductor Stan Applebaum.

Classical

VIVALDI: THE SEASONS

Philadelphia Orchestra (Ormandy). Columbia MS 6195. (Stereo & Monaural)—This familiar music is made to order for the marvelous string section of the Philadelphia Orchestra, which delivers a lively, zestful performance. Concertmaster Anshel Brusilow handles the solo violin passages with assurance and deftness. In all, this is an outstanding performance of a perennial favorite which should join other Ormandy-Philadelphia releases as a steady-selling piece of classical merchandise.

CHOPIN: FOUR BALLADES; LISZT: SIX CHANTS POLONAISE

Ruth Slenczynska, Piano. Decca DL 710029. (Stereo & Monaural)—This disk contains excellent performances of brilliant pianistic material. The Chopin Ballades include "No. 1 in G Minor," "No. 2 in F Major," and the six Liszt pieces include "Souhait d'une Jeune Fille," "Printemps," etc. Ruth Slenszynska's playing is in the great tradition, impeccable in technique, and containing power and subtlety.

PROKOFIEV: PETER AND THE WOLF
Leonard Bernstein, Narrator.
TCHAIKOVSKY: NUTCRACKER SUITE

New York Philharmonic-Leonard Bernstein. Columbia MS 6193. (Stereo & Monaural)—Here is easily one of the most recorded of all works in the classical repertoire. It's one of at least four on this label, yet the magic Bernstein story-telling touch, familiar to many TV viewers, makes this a winning effort. He is extremely telling in the role of the narrator of the familiar kiddie story and kids—of all ages—will enjoy the performance. The selection of the Tchaikovsky work on side 2 is an admirable choice for the children's field, too. Altogether delightful packaging.

BRUCH: CONCERTO NO. 1; MOZART: CONCERTO NO. 3

Jaime Laredo, Violinist; National Symphony Orchestra (Mitchell). RCA Victor LM 2472. (Stereo & Monaural)—This is the second recording by 19-year-old Jaime Laredo, the Bolivian violinist who won the Queen Elizabeth competition in Brussels two years ago. The recording combines two familiar concertos, the Bruch No. 1 and the Mozart No. 3 for violin. Laredo plays them both in lovely fashion, stressing his warm tone, with fine accompaniment from the National Symphony Orchestra under Howard Mitchell. The combination of the two concertos on one record plus the name value of Laredo should help this disk grab a lot of sales.

(Continued on page 22)

ALBUM COVERS OF THE WEEK

HIGHLIGHTS FROM MADAME BUTTERFLY—De Los Angeles, Bjoerling, Pirazzini, Sereni, De Palma, Capitol SG-7233. Lovely painting in full color on a grey background. Prime display item.

MOZART: CONCERTO NO. 24—Artur Rubinstein, RCA Victor LM-2461. Fine line drawing of the artist in black on a Wedgewood blue background. Classy item for classical counters.

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the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 21

PROKOFIEFF: CONCERTO NO. 3; MAC DOWELL: CONCERTO NO. 2
Van Cliburn; Chicago Symphony Orchestra (Hendl). RCA Victor LM 2507. (Stereo & Monaural)—Here's an album that ought to keep dealers happy for a long time. It features Van Cliburn in mighty attractive performances of two well-known concertos, with solid accompaniment from the Chicago Symphony Orchestra under Walter Hendl. The recording is excellent. Eye-catching cover and the Cliburn name should help this album turn into a sock seller.

MOZART: PIANO CONCERTO NO. 24, K. 491; RONDO IN A MINOR, K. 511
Artur Rubinstein (piano); Symphony Orchestra (Krips). RCA Victor LM 2461. (Stereo & Monaural)—Rubinstein and Krips turned out memorable performances of the five Beethoven piano concertos. Now they are partnered on Mozart's brooding and hauntingly beautiful Piano Concerto No. 24, filled out on the same disk by the A Minor Rondo, which is in much the same mood. Altho Rubinstein has never specialized in Mozart's keyboard works (this one previous Mozart concerto is long out of the catalog), this should be one of the great pianist's very successful disks, based on a deeply moving and sensitive performance.

PUCCINI: MADAME BUTTERFLY (EXCERPTS)
Vicgoria de los Angeles, Jussi Bjoerling, Mario Serini; Orchestra & Chorus of Rome Opera House (Santini). Capitol SG-7233. (Stereo & Monaural)—The combination of the late Jussi Bjoerling's tenor and the soprano of Victoria de los Angeles will make this one-disk selection of highlights from "Madame Butterfly" an important addition to the operatic inventory. Both are in fine voice, and this becomes a fitting memorial to Bjoerling's art. Opera fans will certainly be interested in this one.

THE BELOVED BJOERLING, VOL. 1; OPERA ARIAS 1936-1948
Jussi Bjoerling: Stockholm Concernt Association Orchestra (Brevillius). Capitol G 7239. (Stereo & Monaural)—This collection of opera arias by the late tenor shows off Bjoerling at the height of his powers. The recordings were made from 1936 through 1948, and they feature the singer in selections from "Carmen," "Manon," "La Boheme," "Rigoletto" and 'I Pagliacci." The sound is not up to that of current recordings, but the great lyrical instrument that was Bjoerling's voice is heard again in all its beauty, and that overcomes matters of recording quality. An album with potent appeal to opera fans.

Jazz

BRUBECK AND RUSHING
The Dave Brubeck Quartet. Columbia CL 1553—This is surely a most intriguing jazz package. Brubeck provides a background for the great, gravel-voiced blues artist, who sings mostly ballads with a bluesy touch here. It's a swinging affair, with spontaneity and zest, and Brubeck is to be commended for being able to provide such a proper showcase for the vocalist.

Comedy

THE HUMOROUS WORLD OF JUSTIN WILSON
Ember LP 801—Justin Wilson is a comic from Louisiana who tells his gently humorous and rather pleasantly old-fashioned stories in a Cajun dialect. The comedy is warm and friendly-like, untouched by Broadwayese, and Wilson's style helps matters along in a rather ambling manner. An album that could grab sales through the Southern and Southwestern states, and even interest Northern big city comedy fans.

Children's

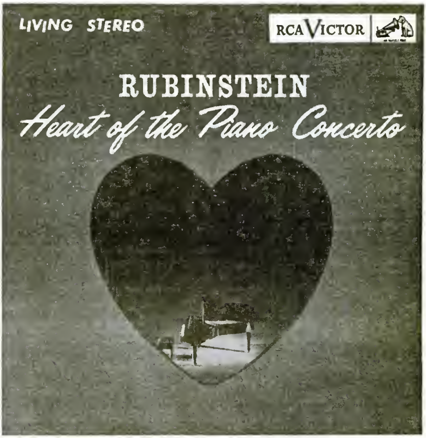
A TREASURY OF GREAT STORIES
Larry Storch (Narrator). Colpix 206—Larry Storch is usually associated with more of a comedy approach but he proves himself here as a highly effective story teller for kids. He narrates four great stories here and takes parts in dramatic segs as well. Selected and prepared by the editors of Children's Digest Magazine, the stories include "Treasure Island," "Pinocchio," "Robinson Crusoe" and "Tom Sawyer." A most effective set, which will hold kiddies' attention time and again.

Specialty

BLITZKRIEG
Walter Cronkite. Colmbia ML 5511—This dramatic countdown of events leading to and including the early days of World War II (1933-1940) is a fine addition to the annals of historical wax. The voices of Hitler, Roosevelt, Churchill, Goering, King George, Masaryk, Chamberlain and Petofski are heard, plus the harrowing sounds of Blitzkrieg. Excellent narration by Walter Cronkite. "Blitzkrieg" was edited and produced by Dan Bloom from a CBS Radio News show.

(Continued on page 24)

January Concerto Month at RCA Victor



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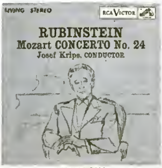

LM/LSC-2461

LM/LSC-2456

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4466—OL' MacDONALD .... Frank Sinatra
Billboard "Hot 100" .... #46
Cash Box "Top 100" .... #59
Music Vendor "Top 100" .... #68
WIBG Phila. "Top 99" .... #20

4406—WINGS OF A DOVE .... Ferlin Husky
Billboard "Hot 100" .... #35
Cash Box "Top 100" .... #80
Music Vendor "Top 100" .... #38
Billboard "Hot C&W Sides" .... # 1
Cash Box "Top 50 C&W" .... # 1
Music Vendor "Top 50 C&W" .... # 1

4492—OH, HOW I MISS YOU TONIGHT .... Jeanne Black
Billboard "Hot 100" .... #99
Cash Box "Top 100" .... #90
Music Vendor "Top 100" .... #76

4412—EXCUSE ME .... Buck Owens
Billboard "Hot S&W Sides" .... # 3
Cash Box "Top 50 C&W" .... # 4
Music Vendor "Top 50 C&W" .... # 6

4463—WORLD SO FULL OF LOVE .... Faron Young
Cash Box "Top 50 C&W" .... #13
Music Vendor "Top 50 C&W" .... #13

4463—FORGET THE PAST .... Faron Young
Cash Box "Top 50 C&W" .... #25
Billboard "Hot C&W Sides" .... #25
Music Vendor "Top 50 C&W" .... #23

4454—IT'S GOT TO BE A HABIT .... Hank Thompson
Cash Box "Top 50 C&W" .... #32
Music Vendor "Top 50 C&W" .... #40

4469—HAPPY, HAPPY BIRTHDAY .... Wanda Jackson
KELP El Paso "Fabulous 40" .... # 7

PICKED TO BE HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

4499—ENORMITY IN MOTION .... Simon Crum
Billboard "Spotlight Winner"—". . . takes off the recent Johnny Tillotson hit and should get the big play."
Cash Box "Bullseye"—"Has the stuff that two-market hits are made of."

4493—MILFORD .... Edith Piaf
Cash Box "Best Bet"—"This is the original Edith Piaf deck of one of Europe's big hits of the years."
Billboard "Special Merit Spotlight"—"It has much schmaltz and heart and the tune is a winning one."

4495—BLACK CAT .... Tommy Collins
Cash Box "Bullseye"—"The infectious toe-tapping rhythms of "Black Cat" is sure to be the delight of the airwaves in short order."

4491—A YEAR AND A DAY .... Judy Scott
Music Vendor "Hit Pick"—"Judy's heartful reading of a pretty rock-a-ballad romantic message, 'Year and a Day.' "

4492—OH, HOW I MISS YOU TONIGHT .... Jeanne Black
WIP Phila. "Fabulous 61"—Pick Hit of the Week.

4406—WINGS OF A DOVE .... Ferlin Husky
KDEO San Diego "Fabulous Forty"—The Pick Hit of the Week.

BRAND NEW RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

4496—FOOLIN' AROUND .... Buck Owens
HIGH AS THE MOUNTAINS
Strong from the standpoint of both material and performance, these sides should put Buck on top of the national C&W listings.

4497—I AIN'T DOWN YET .... Jonah Jones Quartet
BLUE CHAMPAGNE
Jonah's up-tempo treatment of one of the biggest hits from the smash musical "The Unsinkable Molly Brown" will catch the early ear of both pop and good music stations.

4498—BUCKET OF TEARS .... Peggy Lee
I LOVE BEING HERE WITH YOU
Backed by the Bill Holman ork, Peggy delivers an exciting jazz rendition of this beautiful tune. Both sides have a wide range of appeal and should enjoy great exposure.

Capitol RECORDS

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

● Continued from page 22

Spoken Word

BRENDAN BEHAN SINGS IRISH FOLK SONGS AND BALLADS
Brendan Behan. Spoken Arts 760—One of the most refreshingly outspoken personages in the public eye, Irish author Brendan Behan's personality comes thru vividly from this disk. He sings (unaccompanied) songs mostly from his current Broadway play, "The Hostage." Between songs, he ad libs uninhibitedly of himself, his countrymen and the world in a humorous but irreverent manner devoid of pretense and sham. Some might find him shocking, but most will enjoy his witty rambling.

POP LP's
★★★★ STRONG SALES POTENTIAL

★★★★ CHET ATKINS' WORKSHOP
RCA Victor LPM 2232—Atkins, alone in his workshop except for a friendly rhythm group behind him, turns in some highly listenable guitar solos on an admirable selection of tunes. These include the old British song, "Lambeth Walk," the familiar "Theme From a Summer Place," "In a Little Spanish Town," "Sleep" and others. Terrific electric guitar work which will serve neatly as background or dance material.

★★★★ ON THE SWINGIN' SIDE
Vic Damone. Columbia CL 1573—Damone lends his superior vocal talents to a flock of great standards—eschewing his usual sweet ballad groove in favor of a swinging bent. It's a highly effective change of pace for the warbler and fine wax for jocks. Ably backed by Jack Marshall, Damone sings "Toot, Toot, Tootsie," "I Cried for You," "It's a Wonderful World," and others.

★★★★ TONIGHT — IN PERSON
The Limeliters. RCA Victor LPM 2272—This first RCA LP by the Limeliters is a rousing and hilarious experience. Recorded live at the Ash Grove in Hollywood, the folkish trio delivers a powerfully funny show that should score with today's record buyer. As sung by members Lou Gottlieg, Alex Hassilev, and Glenn Yarbrough, the material, much of which is original, includes "Rumania, Rumania," "The Monks of St. Bernard," and "Hey Li Lee Li Lee."

★★★★ ROSIE SOLVES THE SWINGIN' RIDDLE
Rosemary Clooney. RCA Victor LPM 226.—The swingin' fiddles of Nelson Riddle provide just that distinctive touch that might make this a big one for Miss Clooney. The punching brass is very much in evidence and there are short solo slots for tenor sax and trumpet. The tunes are solid standards sung with a swingy lilt. Representative of this fine package are "Cabin in the Sky," "Angry," "You Took Advantage of Me," "Limehouse Blues."

★★★★ I BELIEVE
Mahalia Jackson. Columbia CS 8349. (Stereo & Monaural) — Mahalia Jackson turns in her usual sincere, meaningful performances here on a group of fairly familiar spirituals and inspirational tunes. The backings are a bit fussier than Mahalia needs, but in spite of them she sings about God in her own intensely dramatic and thrilling manner. The songs include "I Believe," "Trouble," "I See God," and "Holding My Saviour's Hand." An album that will appeal to many of the great gospel singer's fans, perhaps mainly to her pop admirers.

★★★★ CRAZY IN THE HEART
Bob Crewe. Warwick 2034. (Stereo & Monaural)—Crewe sings a solid group of standards in his free and easy style. Most of the tracks are on the swingy side with a very definite assist going to arranger Ralph Burns. The album takes its title from a well-sung Alex Wilder tune and there are others that are individually interesting. "Water Boy" stands out as a very fine singles possibility.

POP LP's
★★★ MODERATE SALES POTENTIAL

★★★ NIGHT MOOD
Toni Harper. RCA Victor LPM 2253. (Stereo & Monaural)—Toni Harper's approach to a series of low-key ballads is a cool one, with more than a touch of jazz feeling. If the result sometimes makes the listener feel more like snapping his fingers than brooding, it's a tribute to the rhythm in Miss Harper's delivery, and to the beat in the Marty Paich arrangements and backing. The singer has some fine tracks in "In the Still of the Night," "My Ship," "Paradise" and "You and the Night and the Music."

CLASSICAL LP's
★★★★ STRONG SALES POTENTIAL

★★★★ CHOPIN: CONCERTO NO. 1; MENDELSSOHN: CAPRICCIO BRILLIANT
Gary Graffman, Pianist; Boston Symphony Orchestra (Munch). RCA Victor LM 2468. (Stereo & Monaural)—An excellent performance of the Piano Concerto No. 1. Graffman handles himself confidently here, and the concerto is played in its proper romantic and melancholy style. For an added fillip, the flip side of the disk contains the "Capriccio Brilliant," of the young Mendelssohn, played capably by Graffman. New collectors, as well as the many fans of the pianist, will be interested in this first-rate performance.

★★★★ DVORAK: CELLO CONCERTO
Gregor Piatigorsky; Boston Symphony Orchestra (Munch). RCA Victor LM 2490. (Stereo & Monaural)—This is the second LP by Gregor Piatagorsky performing this work, but his previous disk (for Columbia) has been deleted for some time. This time the modern sound, and his extraordinary tone and evident sincerity make this a top-grade rendition. Altho competition is very keen on this most felicitous and popular of 'cello works, this will be a strong contender for sales honors.

★★★★ MAHLER: KINDERTOTENLIEDER; FOUR SONGS
New York Philharmonic (Bernstein). Columbia MS 6197. (Stereo & Monaural)—A splendid program of Mahler lieder, issued as part of Columbia's observance of the Mahler year. The vocal star of the production is famed Jennie Tourel, borrowed for this special occasion from Decca Gold Label Records. The diva's singing is touching and delicate and the orchestra is in wonderful form. Much name value here and it is all abetted by a fetching cover painting.

★★★★ ZINO FRANCESCATTI PERFORMS WILLIAM WALTON'S CONCERTO FOR VIOLIN AND ORCHESTRA WITH:
The Philadelphia Orchestra (Ormandy). LALO'S SYMPHONIE ESPAGNOLE
New York Philharmonic (Mitropoulos). Columbia MS 6201. (Stereo & Monaural)—The phrase, "a lot for the money," is an overworked one; but if it ever had validity it is in regard to this package. One side contains the contemporary work by Walton, with the Philadelphia batoned by Ormandy,

(Continued on page 38)

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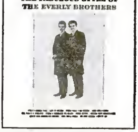

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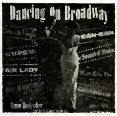

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MORT SAHL AT THE HUNGRY I, MG V-15012

BACK TO BACK—DUKE ELLINGTON & JOHNNY HODGES, MG V-8317

THE RANDY SPARKS THREE, MG V-2143

MEL TORME SWINGS SHUBERT ALLEY—THE MARTY PAICH ORCH., MG V-2132

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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 8

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	WONDERLAND BY NIGHT	By Kaempfert—Published by Roosevelt (BMI)	6
2	2	ARE YOU LONESOME TONIGHT	By Roy Turk-Lou Handman—Published by Bourne-Cromwell (ASCAP)	7
3	3	LAST DATE... / MY LAST DATE (WITH YOU)	By Floyd Cramer—Published by Acuff-Rose (BMI) / By Skeeter Davis, Boudeleaux Bryant, Floyd Cramer—Published by Acuff-Rose (BMI)	10
4	4	EXODUS	By Gold—Published by Chappell (ASCAP)	5
5	5	A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	9
6	6	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	10
7	8	MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	7
8	9	YOU'RE SIXTEEN	By Sherman-Sherman—Published by Blue Grass (BMI)	6
9	7	SAILOR (YOUR HOME IS IN THE SEA)	By Scharfeeberger-Busch—Published by Garland Music (ASCAP)	7
10	15	ANGEL BABY	By Rose Hamlin—Published by Figure (BMI)	3
11	10	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	8
12	12	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	11
13	11	LONELY TEENAGER	By Tepper-DePaola-Faraci—Published by Schwartz (ASCAP)	5
14	24	(WILL YOU LOVE ME) TOMORROW	By Carol King-Jerry Goeffin—Published by Aldon (BMI)	3
15	14	CORINNA, CORINNA	By Parish-Chapman-Williams—Published by Mills (ASCAP)	3
16	23	RUBBER BALL	By A. Schroeder-A. Orlowski—Published by Arch (ASCAP)	4
17	—	CALCUTTA	By Gaze-Bradtke—Published by Pincus-Symphony House (ASCAP)	1
18	13	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	9
19	17	PERFIDIA	By Domenquez-M. Leeds—Published by Peer (BMI)	7
20	21	ROCKIN' AROUND THE CHRISTMAS TREE	By Johnny Marks—Published by St. Nicholas (ASCAP)	3
21	25	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	7
22	18	MY GIRL JOSEPHINE	By Domino-Bartholomew—Published by Travis (BMI)	5
23	22	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	18
24	—	WINGS OF A DOVE	By Bob Furgeson—Published by B Gee Music (BMI)	1
25	19	STAY	By Maurice Williams—Published by Windsong (BMI)	12
26	27	BLUE TANGO	By Leroy Anderson—Published by Mills (ASCAP)	4
27	—	BABY, OH BABY	By Johnson-Bouknight-Coleman—Published by Figure Music (BMI)	1
28	—	SHOP AROUND	By Gordy-Robinson—Published by Jobbett (BMI)	1
29	20	WHITE CHRISTMAS	By Irving Berlin—Published by Berlin (ASCAP)	3
30	26	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	10

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. WONDERLAND BY NIGHT — Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
2. ARE YOU LONESOME TONIGHT —Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
3. LAST DATE—Floyd Cramer, Vic 7775; Skeeter Davis, Vic 7825; Joni James, M-G-M 12933; Lawrence Welk, Dot 16145.
4. EXODUS — Ferrante and Teicher, United Artists 274; Mantovani, London 1953; Medallion Strings, Medallion 602.
5. A THOUSAND STARS — Kathy Young and the Innocents, Indigo 108.
6. NORTH TO ALASKA — Johnny Horton, Columbia 41782.
7. MANY TEARS AGO — Connie Francis, M-G-M 11964.
8. YOU'RE SIXTEEN — Johnny Burnette, Liberty 55285.
9. SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349.
10. ANGEL BABY — Rosie and the Originals, Highland 500.
11. HE WILL BREAK YOUR HEART —Jerry Butler, Vee Jay 354.
12. POTERY IN MOTION — Lloyd Reese, Coral 62225; Johnny Tillotson, Cadence 1384.
13. LONELY TEENAGER — Dion, Laurie 3070.
14. (WILL YOU LOVE ME) TOMORROW—Shirelles, Scepter 1211.
15. CORRINA, CORRINA—Ray Peterson, Dunes 1881.
16. RUBBER BALL — Bobby Vee, Liberty 55287.
17. CALCUTTA—Lawrence Welk, Dot 16161.
18. NEW ORLEANS—Big Boy Myles, Ace 605; U. S. Bonds, Legrand 819.
19. PERFIDIA—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzel, Gene Norman Presents 152; Ventures, Dolton 28.
20. ROCKIN' AROUND THE CHRISTMAS TREE — Brenda Lee, Dec 30776.
21. SWAY—Bobby Rydell, Cameo 182.
22. MY GIRL JOSEPHINE — Fats Domino, Imperial 5704.
23. THEME FROM THE APARTMENT —Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
24. WINGS OF A DOVE — Ferlin Husky, Capitol 4406; Kitty White, Dot 16157.
25. STAY — Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 551; Marsha Winters, Stephany 1805.
26. BLUE TANGO—Bill Black Combo, Hi 2027; Lester Lanin, Epic 9426.
27. BABY, OH BABY—Shells, Johnson 104.
28. SHOP AROUND—Miracles, Tamla 5403.
29. WHITE CHRISTMAS—Vic Barrel, Atlantic 2083; Big Maybelle/E. Wilkin Ork, Savoy 1541; Carmen Cavallaro, Dec 24141; Jesse Crawford, Dec 9056; Bing Crosby, Dec 23778; Drifters — Clyde McPhatter, Atlantic 1048; Al Hibbler/J. Pleis Ork & Chorus, Dec 30127; Ink Spots, Dec 24140; Joni James, M-G-M 12368; Guy Lombardo, Dec 28049; Guy Lombardo, Dec 23738; Mulcays, Cardinal 1024; Ravens, Savoy 1540; Cmdr. Shea School Boys' Choir, Cadence 1375; Ethel Smith, Dec 24142; Kate Smith, M-G-M 10096; Statues, Liberty 55292; Ray Stevens, National Recording Corp. 063; Sister Rosetta Tharpe, Dec 48119; Ernest Tubb, Dec 46186; Beto Villa, Falcon 821; Fred Waring, Dec 24500; Hugo Winterhalter, Vic 0875.
30. ALONE AT LAST—Jackie Wilson, Brunswick 55178.

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LEGIT REVIEW

'Do Re Mi' a Fast & Funny Hit

Have no doubt that "Do Re Mi" is a smash. It's fast, loud, mostly very funny, and has been blessed with a bumper crop of potential hit tunes from the pen of Jule Styne, with adroit lyrics by Betty Comden and Adolph Green. Phil Silvers heads a sterling cast with a fine comedy partner in Nancy Walker. John Reardon and Nancy Dussault, who provide the love interest, have voices far beyond the normal quality heard in a Broadway musical. Garson Kanin has directed his own book for speed and sock. Add it all together and it's a bonanza at the box office.

The story is worth a little comment, too. It's perhaps the weakest link but is used merely as a springboard for the music, laughs and action and is not meant to be taken seriously. Briefly, Silvers plays a hard-luck guy who once was on the fringes of a mob in the slot machine days of yore. Learning that juke boxes have become big business, he inveigles three reformed hoods into joining him in buying 200 boxes. When the investment is about to go down the drain because strong-arm methods no longer work, they decide they have to enter the record business to supply the juke boxes with their own disks. After some hilarious auditions, Silvers provides the required star in a beatnik coffee-house waitress, played by Nancy Dessault, who soon falls for a rival juke box mogul. When Silvers' mob threatens to get rough with him, a Congressional hearing exposes them all and Silvers is the loser again, who has to start all over.

While none of this is especially flattering to the record or juke box industries, neither is it especially denigrating. It can be regarded, at worst, as a not particularly educated spoof. But it will doubtless wind up doing a hefty favor for both the juke box and disk industries by birthing a batch of potent records that should spell profits for all concerned.

Already, the indications are that "Do Re Mi" may produce the biggest crop of records of any musical in some seasons. RCA Victor has the original cast album, but Time, Verve and Design are also bringing out LP's with all or most of the score. Additionally, tracks from the show are being cut for LP's by Doris Day for Columbia, Roberta Sherwood for Decca and Terry Snyder for UA, all three having selected the top ballad from this show (and a sure-fire smash), "Make Someone Happy!"

On the singles front, the same tune is being cut by Perry Como for RCA Victor and Jack Haskell for Strand. But there are other fine items in the score, such as the haunting "Cry Like the Wind," the mythical hit record of the show as sung by Miss Dussault, who performed in a variety of roles last season at the New York City Center Opera. It is being cut on disks by the Marty Gold ork on Victor, and by Beverly Wright on a Time single. Then there's a zany novelty, "What's New at the Zoo," a semi-nonsense item that could be done for the kiddie market. Golden Records is treating it that way, but Sammy Kaye is etching it for the adults on a Decca single.

Another top tune is "All You Need Is a Quarter," the theme song of the teen-age chorus in the show, which pours the silver into the boxes. This should become a national favorite with the for real counterparts of the stage cast, since it boasts a good beat and catchy tune. Jeff Barry is cutting it for Victor, and the Jay Brothers for Strand. Another attractive ballad with possibilities is "Asking for You," which the Ames Brothers are cutting for Victor.

Still without definite disk deals but nevertheless containing built-in appeal are "It's Legitimate," a novelty sung by Silvers and his yeggs as a paean to the juke box industry, and "Don't Be Ashamed of a Teardrop," a barbershop styled novelty; "Adventure" is a song that may not sell disks but enabled Miss Walker to stop the show absolutely cold, as she scintillated and cavorted as never before.

This may not be a stylish offering in the fashion of "Camelot," nor a witty revue like a "New Faces," but it is boffola show business of a basic kind, the kind that pays off the investors fast. Watch the picture rights go soon. Sam Chase.

NIGHT CLUB REVIEW

Strong, Jumping Jazz in Village

The unique coupling of high showmanship and propulsive jazz has been on view nightly at the Village Vanguard in Greenwich Village. Responsible for the entertaining event is Columbia Records' Lambert-Hendricks and Ross singing jazz trio. And responsible for the group's high spirit and brilliant material is Jon Hendricks who writes lyrics that are fashioned to instrumental jazz compositions, and otherwise seems to keep everyone on the stand with him fired up and moving.

Due for applause, too, are Annie Ross and Dave Lambert who contribute greatly. In the L.H.&R. book are "Little Niles," "Gimme That Wine" and "Centerpiece," but these are only a few of the many fine things the group does. Charlie Parker's "Now's the Time" with words fashioned by Hendricks is another masterpiece.

Another Columbia artist, Ray Bryant, is at the piano with his trio as alternate. In the Vanguard he hews close to his jazz heritage, and leaves "The Madison" alone, which makes for strong, jumping jazz fare. Jack Maher.

Plastics' Sales Up

• *Continued from page 4*

port to stockholders of the Templeton Demroth mutual fund groups, which employed a disk insert with a message from the president of the fund to shareholders.

The company has already turned out a healthy number of promotion pieces, Bible lessons, other instructional materials and even Christmas cards. Quinn feels that the operation is adaptable to many of the functions currently being carried out by various custom record pressing houses and he believes the TUP process can do the jobs better and more cheaply. Discussions have also been held with leading magazine publishers here with the idea of making the plastic disk available for advertising in these publications.

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FOR WEEK ENDING JANUARY 8

The Billboard HOT 100

★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.
S Indicates that 45 r.p.m. stereo single version is available.
33 S Indicates that 33⅓ r.p.m. stereo single version is available.

This Week	One Week Ago	Two Weeks Ago	Three Weeks Ago	Title / Artist, Company, Record No.	Stereo	Weeks on Chart
1	1	1	1	ARE YOU LONESOME TONIGHT — Elvis Presley, RCA Victor 7810	S	8
2	2	3	4	WONDERLAND BY NIGHT — Bert Kaempfert, Decca 31141	S	8
3	3	2	2	LAST DATE — Floyd Cramer, RCA Victor 7775	S	13
4	5	6	10	EXODUS — Ferrante and Teicher, United Artists 274	S	8
5	4	7	3	A THOUSAND STARS — Kathy Young and the Innocents, Indigo 108		11
6	6	4	5	NORTH TO ALASKA — Johnny Horton, Columbia 41782		16
7	7	8	8	MANY TEARS AGO — Connie Francis, M-G-M 12964		9
8	8	9	12	YOU'RE SIXTEEN — Johnny Burnette, Liberty 55285		10
9	13	23	40	ANGEL BABY — Rosie and the Originals, Highland 1811		4
10	10	27	42	CORINNA, CORINNA — Ray Peterson, Dunes 2002		7
★11	16	15	23	RUBBER BALL — Bobby Vee, Liberty 55287		6
12	9	5	6	SAILOR (YOUR HOME IS IN THE SEA) — Lolita, Kapp 349		11
13	11	10	7	HE WILL BREAK YOUR HEART — Jerry Butler, Vee Jay 354		10
★14	20	22	33	(WILL YOU LOVE ME) TOMORROW — Shirelles, Scepter 1211		7
15	12	12	18	LONELY TEENAGER — Dion, Laurie 3070		12
16	17	20	25	WONDERLAND BY NIGHT — Louis Prima, Dot 16151	S	8
17	15	17	19	PERFIDIA — Ventures, Dolton 28		10
18	14	26	64	ROCKIN' AROUND THE CHRISTMAS TREE — Brenda Lee, Decca 30776		4
★19	27	47	57	WONDERLAND BY NIGHT — Anita Bryant, Carlton 537		5
20	23	14	14	SWAY — Bobby Rydell, Cameo 182		9
21	18	11	9	POETRY IN MOTION — Johnny Tillotson, Cadence 1384		13
★22	42	65	95	CALCUTTA — Lawrence Welk, Dot 16161		4
★23	35	42	59	WINGS OF A DOVE — Ferlin Husky, Capitol 4406		6
24	19	18	13	NEW ORLEANS — U. S. Bonds, Legrand 819		12
25	22	19	17	MY GIRL JOSEPHINE — Fats Domino, Imperial 5704		11
26	25	16	22	BLUE TANGO — Bill Black's Combo, Hi 2027		6
★27	62	93	—	BABY, O' BABY — Shells, Johnson 104		3
28	32	36	35	RUBY — Ray Charles, ABC-Paramount 10164		7
29	24	28	53	LITTLE DRUMMER BOY — Harry Simeone Chorale, 20th Fox 121		4
30	29	33	26	FOOLS RUSH IN — Brook Benton, Mercury 71722		8
31	28	21	16	ALONE AT LAST — Jackie Wilson, Brunswick 55170		13
★32	53	59	71	SHOP AROUND — Miracles, Tamla 54034		4
33	39	30	20	I GOTTA KNOW — Elvis Presley, RCA Victor 7810	S	8
34	31	41	65	DOLL HOUSE — Donnie Brooks, Era 3028		6
35	30	13	11	STAY — Maurice Williams and the Zodiacs, Herald 552		14
36	34	29	51	SAD MOOD — Sam Cooke, RCA Victor 7816		5
★37	55	77	—	I COUNT THE TEARS — Drifters, Atlantic 2087		3
★38	57	100	—	CALENDAR GIRL — Neil Sedaka, RCA Victor 7829		3
39	38	34	34	BALLAD OF THE ALAMO — Marty Robbins, Columbia 41809	33 S	12
★40	51	57	84	I'M HURTIN' — Roy Orbison, Monument 433		4
41	37	31	27	I'LL SAVE THE LAST DANCE FOR YOU — Damita Jo, Mercury 71690		11
★42	63	—	—	YOU ARE THE ONLY ONE — Ricky Nelson, Imperial 5707		2
43	52	51	50	GONZO — James Booker, Peacock 1697		9
44	48	54	52	GEE WHIZ — Innocents, Indigo 111		7
45	40	38	24	HUCKLEBUCK — Chubby Checker, Parkway 813		13
★46	59	61	74	BUMBLE BEE — LaVern Baker, Atlantic 2077		8
47	56	69	72	DANCE BY THE LIGHT OF THE MOON — Olympics, Arvee 5020		5
48	43	39	31	AM I LOSING YOU — Jim Reeves, RCA Victor 7800		11
★49	61	78	—	TWISTIN' BELLS — Santo and Johnny, Canadian-American 120		3
50	49	44	49	ONCE IN A WHILE — Chimes, Tag 444		10
51	58	89	—	CHRISTMAS AULD LANG SYNE — Bobby Darin, Atco 6183		3
52	33	25	15	LET'S GO, LET'S GO, LET'S GO — Hank Ballard and the Midnighters, King 5400		16
53	47	37	30	LIKE STRANGERS — Everly Brothers, Cadence 1388		10
54	50	75	88	A PERFECT LOVE — Frankie Avalon, Chancellor 1065		4
55	41	24	21	LAST DATE — Lawrence Welk, Dot 16145	S	7
★56	69	81	86	PUPPET SONG — Frankie Avalon, Chancellor 1065		4
★57	68	79	98	MY LAST DATE (WITH YOU) — Skeeter Davis, RCA Victor 7825		4
58	67	60	75	MAGNIFICENT SEVEN — Al Caiola, United Artists 261		5
★59	70	50	45	EXODUS — Mantovani, London 1953	S	7
★60	89	98	—	LOVEY DOVEY — Buddy Knox, Liberty 55290		3
★61	98	—	—	THERE SHE GOES — Jerry Wallace, Challenge 59098		2
62	72	43	58	HOOCHIE COOCHIE COO — Hank Ballard and the Midnighters, King 5430		5
63	66	82	—	YOUR OTHER LOVE — Flamingos, End 1081		3
64	75	—	—	HOW TO HANDLE A WOMAN — Johnny Mathis, Columbia 41866		2
65	46	66	47	OL' MacDONALD — Frank Sinatra, Capitol 4466		9
66	80	—	—	(LET'S DO) THE HULLY GULLY — Bill Doggett, Warner Bros. 5181		2
67	44	35	29	SAVE THE LAST DANCE FOR ME — Drifters, Atlantic 2071		18
68	79	85	96	YOU DON'T WANT MY LOVE — Andy Williams, Cadence 1398		4
69	83	90	—	MY LAST DATE (WITH YOU) — Joni James, M-G-M 12933		3
70	82	—	—	CHERRY PINK AND APPLE BLOSSOM WHITE — Jerry Murad's Harmonicats, Columbia 41816		2
★71	86	88	93	HAPPY DAYS — Marv Johnson, United Artists 273		4
★72	—	—	—	C'EST SI BON — Conway Twitty, M-G-M 12969		1
73	81	48	54	WALK SLOW — Little Willie John, King 5428		6
74	88	95	—	PEPE — Duane Eddy, Jamie 1175		3
75	77	99	—	MISTER LIVINGSTON — Larry Verne, Era 3034		3
★76	96	—	—	WE HAVE LOVE — Dinah Washington, Mercury 71744		2
★77	94	—	—	ANGEL ON MY SHOULDER — Shelby Flint, Valiant VB 6001		2
★78	100	—	—	SPOONFUL — Etta and Harvey, Chess 1771		2
79	87	91	—	UTOPIA — Frank Gari, Crusade 1020		3
★80	97	—	—	MAKE SOMEONE HAPPY — Perry Como, RCA Victor 7812		2
★81	—	—	—	MILK COW BLUES — Ricky Nelson, Imperial 5707		1
82	90	92	94	I IDOLIZE YOU — Ike and Tina Turner, Sue 735		4
★83	—	—	—	EMOTIONS — Brenda Lee, Decca 31195		1
★84	—	—	—	WHAT WOULD I DO — Mickey and Sylvia, RCA Victor 7811		1
★85	—	—	—	YES, I'M LONESOME TONIGHT — Thelma Carpenter, Coral 62241		1
★86	—	—	—	SPANISH HARLEM — Ben E. King, Atco 6185		1
87	99	—	—	OH, HOW I MISS YOU TONIGHT — Jeanne Black, Capitol 4492		2
★88	—	—	—	THERE'S A MOON OUT TONIGHT — Capris, Old Town 1094		1
89	91	94	99	WABASH BLUES — Viscounts, Madison 140		5
★90	—	—	—	FIRST TASTE OF LOVE — Ben E. King, Atco 7185		1
91	—	—	—	IF I KNEW — Nat King Cole, Capitol 4481		1
92	—	—	—	ALL IN MY MIND — Maxine Brown, Nomar 182		1
93	92	—	—	TALK TO ME BABY — Annette, Vista 369		2
94	—	—	—	DON'T BELIEVE HIM, DONNA — Lenny Miles, Scepter 1212		1
95	—	—	—	DON'T READ THE LETTER — Patti Page, Mercury 71745		1
96	—	—	—	I DON'T WANT NOBODY — Ella Johnson and Buddy Johnson Ork., Mercury 71723		1
97	—	—	—	OH LONESOME ME — Johnny Cash, Sun 355		1
98	—	—	—	YES, I'M LONESOME TONIGHT — Dodie Stevens, Dot 16167		1
99	—	—	—	SUGAR BEE — Cleveland Crochet, Goldband 1106		1
100	—	—	—	THIS IS MY STORY — Mickey and Sylvia, RCA Victor 7811		1

& TOMORROW'S TOPS

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

BUMBLE BEE .... LaVern Baker
(Malapi-Lunduane, BMI) Atlantic 2077

*MY LAST DATE (WITH YOU).......... Skeeter Davis
(Acuff-Rose, BMI) RCA Victor 7825

*MY LAST DATE (WITH YOU)............ Joni James
(Acuff-Rose, BMI) M-G-M 12933

LOVEY DOVEY .... Buddy Knox
(Progressive, BMI) Liberty 55290

*BABY, OH, BABY .... Shells
(Figure, BMI) Johnson 104

C&W

*MY LAST DATE (WITH YOU).......... Skeeter Davis
(Acuff-Rose, BMI) RCA Victor 7825

*ONE STEP AHEAD OF MY PAST......... Hank Locklin
(Sigma, ASCAP) RCA Victor 7813

R&B

*(WILL YOU LOVE ME) TOMORROW......... Shirelles
(Aldon, BMI) Scepter 1211

PLEASE COME HOME FOR CHRISTMAS.... Charles Brown
(Lois, BMI) King 5405

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. AND THE HEAVENS CRIED. . Ronnie Savoy, M-G-M 12950
2. I GOTTA GO................ Brian Hyland, Kapp 363
3. I AIN'T DOWN YET........ Dinah Shore, Capitol 4476
4. I REMEMBER (IN THE STILL OF THE NIGHT)...... .... Crests, Coed 543
5. LOPSIDED OVERLOAD......... Brian Hyland, Kapp 363
6. YOU GOTTA LOVE HER WITH A FEELING......... .... Freddy King, Federal 12384
7. WHAT ARE YOU DOING NEW YEAR'S EVE!....... .... Danle and the Evergreens, Madison 143
8. GEE BABY .... Joe and Ann, Ace 577
9. IF I DIDN'T CARE........... Platters, Mercury 71749
10. LOOK OUT .... Ted Taylor, Top Rank 2076
11. I AIN'T DOWN YET...... Art Mooney Ork, M-G-M 12957
12. MY EMPTY ARMS..... Jackie Wilson, Brunswick 55201
13. MUSKRAT RAMBLE .... Freddy Cannon, Swan 4066
14. JIMMY'S GIRL .... Johnny Tillotson, Cadence 1391
15. TAKE ME TO YOUR LADDER. . Buddy Clinton, Madison 144

HOT 100: A TO Z

A Perfect Love	54
A Thousand Stars	5
All In My Mind	92
Alone at Last	31
Am I Losing You	48
Angel Baby	6
Angel on My Shoulder	77
Are You Lonesome Tonight	1
Baby O' Baby	27
Ballad of the Alamo	39
Blue Tango	36
Bumble Bee	46
Calcutta	22
Calendar Girl	38
C'Est Si Bon	72
Cherry Pink and Apple Blossom White	76
Christmas Auld Lang Syne	51
Corinne, Corinna	10
Dance by the Light of the Moon	47
Doll House	34
Don't Believe Him	94
Don't Read the Letter	95
Emotions	83
Exodus (Ferrante & Teicher)	4
Exodus (Mantovani)	60
First Taste of Love	90
Fools Rush In	30
Gee Whiz	44
Gonzo	43
Happy Days	71
He Will Break Your Heart	13
Hoochi Coochi Coo	63
How to Handle a Woman	64
Hucklebuck	45
I Count the Tears	37
I Don't Want Nobody	96
I Gotta Know	33
I Idolize You	93
If I Knew	61
I'll Save the Last Dance for You	41
I'm Hurtin'	46
Last Date (Cramer)	3
Last Date (Welk)	65
(Let's Do) The Hully Gully	64
Let's Go, Let's Go, Let's Go	53
Like Strangers	63
Little Drummer Boy	29
Lonely Teenager	15
Lovey Dovey	60
Magnificent Seven	58
Make Someone Happy	80
Many Tears Ago	7
Milk Cow Blues	91
Mister Livingston	75
My Girl Josephine	25
My Last Date (With You) (Davis)	57
My Last Date (With You) (James)	69
New Orleans	34
North to Alaska	6
Oh, How I Miss You Tonight	87
Oh Lonesome Me	97
Ol' MacDonald	65
Once in a While	50
Pepe	74
Perfidia	17
Poetry in Motion	31
Puppet Song	96
Rockin' Round the Christmas Tree	19
Rubber Ball	11
Ruby	36
Sad Mood	26
Sailor (Your Home Is in the Sea)	13
Save the Last Dance for Me	67
Shop Around	32
Spanish Harlem	86
Spoonful	78
Stay	35
Sugar Bee	99
Sway	30
Talk to Me Baby	95
There She Goes	61
There's a Moon Out Tonight	88
This Is My Story	100
Twistin' Bells	49
Utopia	79
Wabash Blues	59
Walk Slow	73
We Have Love	76
What Would I Do	84
(Will You Love Me) Tomorrow	14
Wings of a Dove	22
Wonderland by Night (Bryant)	19
Wonderland by Night (Kaempfert)	3
Wonderland by Night (Prime)	16
Yes, I'm Lonesome Tonight (Carpenter)	85
Yes, I'm Lonesome Tonight (Stevens)	98
You Are the Only One	43
You Don't Want My Love	68
Your Other Love	63
You're Sixteen	8

REVIEWS OF THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

PAUL ANKA

THE STORY OF MY LOVE (Spanka, BMI) (2:26)—DON'T SAY YOU'RE SORRY (Spanka, BMI) (2:38)—A neatly contrasting coupling for Anka with the top side bright, bouncy and much in the groove of his original bit, "Diana." The flip is a listenable new ballad, well sung to a backing of chorus, triplets and strings. Anka wrote both and either side can go. ABC-Paramount 10168

ETTA JAMES

AT LAST (Feist, ASCAP) (3:00)—I JUST WANT TO MAKE LOVE TO YOU (Arc, BMI) (3:03)—The thrush has been highly successful of late and this smart grouping can continue the string. On top is the fine old ballad which gets great thrushing. Flip is the blues bit of years back and it gets an equally stylish effort. Watch both. Argo 5380

DEE CLARK

BECAUSE I LOVE YOU (Conrad, BMI) (2:37)—YOUR FRIENDS (Conrad, BMI) (2:09)—Two bright ones for Clark. The top side is a driving effort with expressive chanting and a pounding backing. Flip is another rhythmic tune with a moral in the lyric. Very smart both ways. VeeJay 372

ROY HAMILTON

YOU CAN HAVE HER (Big Billy, BMI) (2:40)—The chanter has one of his finest in a good while here. It's an exciting, gospel-styled song with solid chorus and ork effects in addition to Hamilton's fine warbling. Flip is a ballad, "Abide With Me," (Big Billy, BMI) (2:37). Epic 9434

TITUS TURNER

SOUND OFF (Shapiro-Bernstein, ASCAP) (2:02)—Turner had a bit sometime back with "We Told You Not to Marry," an answer to a Lloyd Price hit. Here's another clever arrangement of a familiar old theme, well handled by Turner and chorus. This can grab lots of action. Flip is "Me and My Lonely Telephone," (Shapiro-Bernstein, ASCAP) (1:58). Jamie 1174

Rhythm & Blues

JIMMY REED

CLOSE TOGETHER (Conrad, BMI) (2:27)—LAUGHING AT THE BLUES (Conrad, BMI) (1:58)—Two mighty interesting sides. On top is a fine, uptempo, down-home blues with a good message. The flip is a blues that's basically an instrumental, punctuated by wild, laughing shouts in the background. Both sides can score. VeeJay 373

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

DELLA REESE

★★★★ You Mean All the World to Me—RCA VICTOR 7833 (33)—Della Reese sells this ditty (based on the classical theme "Traumerei") with her usual verve, over lovely string accompaniment. Could get a lot of action. (Alexis, ASCAP) (2:09)

★★★★ The Most Beautiful Words — A pretty new ballad receives a solid performance from the thrush, aided again by a most attractive ork arrangement. Two strong sides. (Kahl, BMI) (2:30)

JOHNNY WILLIAMS AND HIS ORCHESTRA

★★★★ Theme From "Checkmate"—COLUMBIA 41925—Dramatic TV title theme is wrapped up in an exciting instrumental treatment by Williams. Interesting jockey wax. Both sides are from Williams' new LP "Checkmate." (Hawaiian, BMI) (2:14)

★★★ The Black Knight—Composer and conductor of the TV series "Checkmate," Williams provides a haunting ork treatment of a bluesy theme. (Hawaiian, BMI) (2:21)

(Continued on page 34)

MUSIC PUBLISHER INFORMATION:

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on the Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.

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Now...direct from the research laboratories of RCA Victor comes an exclusively new kind of stereo to keep your sales records spinning! It's stereo that moves. Voices, instruments, entire sections of the orchestra spring to life...sweep with dramatic motion from one side of the room to the other. It's sound you can actually follow with your eyes...and sound to move your customers to buy. It's stereo with an exciting new profit potential ...exclusive new Stereo-Action By RCA Victor.

Stir up action in your stereo sales...start stocking, and start selling new Stereo-Action now. Here are the first two releases in this bold new sound. Each comes in a deluxe new slide-jacket ...and each is a can't-miss seller. Order today!

LSA-2287 LSA-2290

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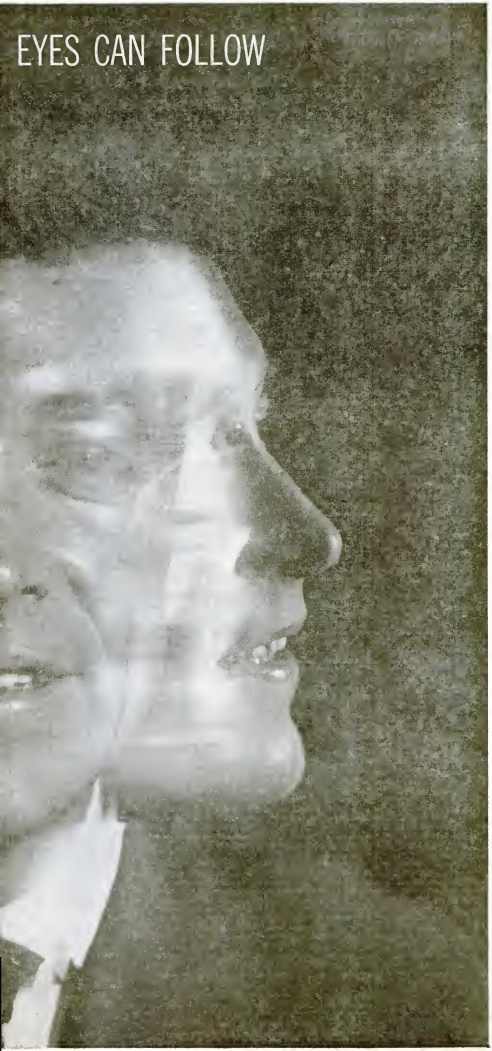
RADIO CORPORATION OF AMERICA



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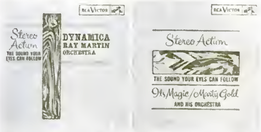

LSA-2287 LSA-2290

RCA VICTOR
RADIO CORPORATION OF AMERICA

Reviews of THIS WEEK'S SINGLES

• Reviews of New Pop Records

• Continued from page 31

THE TENNESSEE TWO AND FRIEND
★★★★ **Blues For Two** — COLUMBIA 41926 — Effective guitar solo stint on a catchy, country-flavored blues. Spinnable, with dual market appeal. (Johnny Cash, BMI) (2:07)

★★★ **Jeri and Nina's Malody**—Plaintive theme is banded solid guitar solo work. Another good deejay side with dual market potential. (Johnny Cash, BMI) (2:40)

ANDY AND THE BEY SISTERS
★★★★ **You Can't Be Mine Anymore**—RCA VICTOR 7832 (33)—Andy and the Bey Sisters bow on the iabel with an intriguing performance of a bright bunk of material. The backing swings, too. (Roosevelt, BMI) (2:31).

★★★ **Trees**—Tha trin handles tha Joyce Kilmer tune with feeling, backed by the combo in slow tempo. Flip is stronger. (Vogel-Schirmer, ASCAP) (3:08)

★★★★ **Bucket of Tears**—CAPITOL 4498—A smart, upbeat ballad effort, which gets Miss Lee's usual 'stylish performance. There's a neatly swingin' group behind her, too. Can pull good play. (Wil-Tone, BMI) (2:14)

★★★ **I Lova Being Here With You**—A pleasant ballad is given a solid go by the gal. More good band backing is heard here. Two listensble sides. (Denslow, ASCAP) (2:45)

★ ★ ★
GOOD SALES POTENTIAL

RANGERS
★★★ **(Ghost) Riders in the Sky**—FTP 404—Here's another instrumental version of the oldie played in bouacy fashion by the ork with a chorus adding listenable and often esciting sounds. The Amy record is getting action, but this disk could get some of the coins. (E. H. Morris, ASCAP) (2:30)

★★★ **4 on the Floor**—Another interesting instrumental item here, that rocks from the word go Side is made to order for the boses. (Reli-Tom-Pull, BMI) (1:45)

SHIRLEY & LEE
★★★ **Two Peas in a Pod**—WARWICK 609—Shirley and Lee are back with a bright, tuneful rocker, in which they sing of their life together. Pleasant was. (Selma, BMI) (2:17)

★★★ **Your Lova Makes the Difference**—The duo handles this happy rocker with their usual feeling, aided by strong rhythm support from the combo. They can get spins with this. (Selma, BMI) (2:33)

JIMMY SCOTT
★★★ **These Are the Things I Love**—SAVOY 1593—Jimmy Scott handles the oldie warmly here, while the band comes through smoothly behind him, featuring masses of strings. Listenable wax. (Cheerio, BMI)

★★★ **My Romance** — The Rodgers and Hart oldie is sung with feeling, and the arrangement is simple in the backing. Listenable was. (Harms, ASCAP)

MANDRAKE
★★★ **All I Do Is Dream of You**—COLUMBIA 41928—A bright and intriguing arrangement of the oldie, played with spirit here by the instrumental combo. Disk has a lot of punch and is worth deejay exposure. (Robbins, ASCAP) (2:05)

★★★ **Lost Love**—On this side the combo comes thru with a pleasant, and triplet-backed version of a new instrumental ballad played in attractive fashion. Both sides are worth a listen. (Eldorsdo-Hidle, BMI) (2:15)

MIKE CLIFFORD
★★★ **Poor Little Girl**—COLUMBIA 41862—Wistful vocalizing by Clifford on a pretty, teen-appeal ballad. (Nomat, ASCAP) (2:35)

★★★ **Stranger**—Expressive chanting on an attractive ballad by Clifford, a new discovery of Johnny Mathis' manager, Helen Noga. (Nomat, ASCAP) (2:26)

MIRANDA MARTINO
★★★ **Te Quiero Qua-Qua**—RCA VICTOR 47-7828—A smart Italian novelty, well sung in rapid-fire pace by the gal. Instrumental sound effects against an organ accompaniment contribute interest. A talented thrush, in the Valente tradition. (Carlo Alberto Rossi) (2:00)

★★★ **Just Say I Love Him**—After a big flourish with strings in the build-up, Miss Martian belts out this familiar melody to a well-accented rhythmic beat. (Larry Spier, Inc., ASCAP) (2:20)

LINDA HOPKINS
★★★ **I Diddle Dum Dum (Diddie Yum Dee)**—BRUNSWICK 9-55202—The upbeat side. Strong rhythm feeling here with a good vocal from the gal, assisted by a fem chorus. Spinnable. (Merrimac Mus. Corp., BMI) (2:06)

★★ **All in My Mind**—A rocksballad belted with considerable feeling by Miss Hopkins. Strong r.&b. roots here. (Figure Mus. Inc., BMI) (2:23)

JOHNNY WESTERN
★★★ **Darling Corey**—COLUMBIA 41921—Interesting version of the familiar tune by Johnny Western and the combo here. It has excitement and a chance for coins. (Folkways, BMI) (2:39)

★★★ **Willowgreen**—Johnny Western bows on tha label with a pleasant, though unesciting performance of a pretty ballad about the western country. (Catheriac, BMI) (2:57)

DAVE SHEFFIELD
★★★ **Snatchin' Peaches** — CAPITOL 4494—Sheffield relates the tale of the farm lad, hauled into a troublesome spot because he stole peaches. Offbeat material has some of the down home flavor. Good artist. (Kryder, BMI) (1:50)

★★★ **Ling Ting Laundry**—Here's an interesting r.&b.-styled novelty, not unlike the tune "Charlie Brown" in concept. Sheffield wrote both sides and both show a touch. (Kryder, BMI) (2:21)

TOMMY COLLINS
★★★ **My Last Chance With You**—CAPITOL 4495—A weeper in the true tradition. Collins sings it agreeably with a good chorus sound behind him. A lot of heart here. (Central Songs, BMI) (2:10)

★★★ **Black Cat**—A snappy, rhythmic ditty with novelty touches. Collins gives it a good go and he can grab spins with it. (Central Songs, BMI) (2:10)

BONNIE MAY
★★★ **If Teardrops Were Pennies**—DECCA 31191—The gal has a distinct touch of Teresa Brewer in her voice. Tha song is a ballad and she handles it with much feeling against fiddles. Good, listenable wax. (Dena, ASCAP) (2:06)

★★★ **It Only Hurts for a Little While** — The tune was a bit for the Ames Brothers some time back and Miss May gives it a neat revival. (Advanced, ASCAP) (2:39)

PALAIS ROYALS
★★★ **You Are My Sunshine**—MANCY 5066—Rockin' performance of the oldie by the Palais Royals, on this snappy instrumental disking. Could get some coins. (Peer Int'l, BMI) (2:05)

★★ **Walk Ma** — Same comment. (Hi-Note, BMI) (2:27)

BIFF BENNET'S BAND
★★★ **Riverside Drive**—JUBILEE 5397—A driving instrumental here, that takes off on the "Down By the Riverside" oldie. Band spots good tenor and organ solos. (Music, ASCAP) (1:52)

★★ **Sweet and Lovely**—With tenor saxes out front, the standard gets a rock-ballad treatment. (Daniels, ASCAP) (2:04)

Novelty
★ ★ ★

JOHNNY GUNN
★★★ **Juan & Maria (John and Marsha)**—WARNER BROS. 5191—This is the old novelty "John and Marsha," with a Latin accent. Funny Was for comedy jocks. (Century, BMI) (2:34)

★★★ **It Only Laughs When I Hurt**—Amusing narrative on a catchy novelty theme. Off-beat jockey wax, with pleasant jazz-flavored backing. (Witmark, ASCAP) (2:37)

IRVING JONES
★★★ **The Song of Songs**—SIGNATURE 12053—Introduced by a fittingly sweeping fiddle passage, Jones moves in for a very humorous Yiddish dialect approach to the well-known song. This can gather novelty spins. (Chappell, ASCAP) (2:23)

★★★ **I'll Always Be in Love With You**—The old tune gets a chuckle-filled delivery by Jones with his Yiddish styled approach. He gets a completely legit styled orchestral backing. Another side with yocks. (Shapiro-Bernstein, ASCAP) (1:59)

Country & Western
★ ★ ★ ★

COWBOYS COPAS
★★★★ **(I'm a) Stranger in My Home**—KING 5437—The Copas hit of a number of years ago is re-released here. The chanter's vocal has much heart, and the background is old-fashioned country. A waxing that could interest Copas' fans. (Ridgeway, BMI) (2:44)

★★★ **Old Faithful and True Love**—Another item from the King vaults is this bouncy ditty which the Copas perform brightly aided by listenable string ork support. (Jay Cee, BMI) (2:00)

ERNEST TUBB
★★★★ **Girl From Abilene**—DECCA 31196—Here's a good hunk of material set to an easygoing, lazy kind of beat. Tubb handles it in his winning way to an effective piano backing. Fans will want this one. (Tree, BMI) (2:39)

★★★ **Little Ola Band of Gold**—A good country ballad with a weeper kind of story based on a wedding ring. Another listenable effort. (Pamper, BMI) (2:36)

★ ★ ★

ANDY DOLL
★★★ **Wild Desire**—AD 4783—Andy Doll turns in a snappy and very listenable performance here on a happy novelty, aided in good style by the band. Side has a chance for coins if exposed. Watch it. (Ridgeway, BMI) (1:49)

★★★ **Wait**—A bright, swinging instrumental receives a first-rate performance here from the Andy Doll group. Side could get both country and pop action. Watch it. (Timberland, BMI) (2:17)

GENE JAY
★★★ **Send Her Back to Me**—AD 4786—Gene Jay bows on the label with a warm performance of a country-styled weeper and shows off a good vocal style. Worth exposure. (Redd Stewart, BMI) (2:20)

★★★ **Have I Lived**—A bright, and philosophic ditty is sung with much heart here by the chanter aided by listenable backing. Jay has a good pair of pipes. (Ridgeway, BMI) (2:05)

RUSTY AND DOUG
★★★ **Louisiana Man**—HICKORY 1137—An interesting cajun-styled tune, with a pronounced beat. Side has a good fiddle figure behind the spirited vocal. Bayou country buyers will particularly like this one. (Acuff-Rose, BMI) (2:33)

★★★ **Make Ma Realize**—A pretty ballad, handily sung by the boys in a more or less traditional style. Effective was in the country groove. (Acuff-Rose, BMI) (2:26)

BILL CLIFTON
★★★ **Bed on the Floor**—STARDAY 529—Lively country item with authentic folk and hill characteristics, and fine for dancing. (Starday, BMI) (2:25)

★★★ **Railroading on the Great Divide**—Folkish item with authentic sound. Jocks with a taste for good pickin' and singin' will add this to the library. (Peer, BMI) (2:45)

Rhythm & Blues
★ ★ ★ ★

JAMES BROWN & ORK
★★★★ **Hold It**—KING 5438—A wild instrumental version of the Bill Doggett oldie, complete with screams, that could get some action if exposed. The screamer also comes through with a slight vocal now and then. (Islip, BMI) (2:13)

★★★ **The Scratch** — The Brown crew comes through with a pounding reading of a tuneless instrumental here. Could get juke coins. (Wisto, BMI) (1:43)

★ ★ ★

LITTLE ESTHER
★★★ **Wild Child**—WARWICK 610—Little Esther returns to was with a listenable performance of a swinging blues effort. Backing rocks, too. Side will interest her fans. (Maggie, BMI) (2:18)

★★ **Gee Baby**—Tender bluesy effort is sung with some style here by Esther, over attractive piano and ork support. Flip is stronger. (Savoy, BMI) (2:41)

International
★ ★ ★

JIMMY FONTANA
★★★ **Words (Semplici Parole)** — VESUVIUS 1020—The boy sings sweetly on this Italian ballad which is unusually treated with just bass guitar and tenor sax in the background. (Melody Trails, BIEM)

★★ **Diavolo (Devil)**—The flip is an up-tempo swinger that the boy sings nicely in Italian. Big band forms a jumping background. (BIEM)

Spiritual
★ ★ ★

SUGGS BROTHERS QUARTET
★★★ **Jacob's Ladder**—BEVERLY 750—A poor quality recording cannot conceal the feeling and devotion of this group. The lead is really a fine shouter and should please a lot of buyers. Boys sing to a simple guitar beat. (Don Carlos, BMI) (3:03)

★★★ **Where Are You Traveling To**—Another side with plenty of deep reverence in view. Very down to earth coupling. (Don Carlos, BMI) (2:33)

SOUTHERN SPIRITUALS
★★★ **Must Jesus Bear the Cross** — BEVERLY 751—The recording was made in Kinston, N. C. by the new group. They contribute an adequately spirited performance. (Don Carlos, BMI) (2:33)

★★ **When I Get Inside**—A persuasive, steady beat permeates this side as the group sings of entering heaven. (Don Carlos, BMI) (2:20)

Latin American
★ ★ ★

ACERINA Y SU DANZONERA
★★★ **Riboletito**—ORGEON 917—A Tex-Mex flavored adaptation of the noted aria. Interesting programming for specialized stations. (3:30)

★★★ **Mujer Perjura**—Latin side with authentic flavor, suitable for Tex-Mex areas. (2:20)

LIMITED SALES POTENTIAL

The following singles were reviewed by The Billboard Music Staff and are considered to be of limited sales potential.

Popular

TONY MITCHELL
Dream On — Please Be Forgiving. YALE 249.

THE SHADOWS
Tell This Lonely Heart Goodbye — Wonder Why. DOTTIE 1006.

LONNIE MAE
Record Hop Dream — I Cried a Teen Age Tear. FINE 601120.

DON SOHL & THE ROADRUNNERS
Look Out Little Girl — Rampage. DREEM 2151.

THE TEEN NOTES
Cuddlin' — I Saw Her First. DEB 126-2.

THE 3 DUCES
How Strange — Give Me Your Love. HOLLY 101.

LINCOLN CHASE
Miss Orangutang — Walkin' Slowly. COLUMBIA 41914.

KING COLEMAN
Bulldog — Black Bottom Blues. COLUMBIA 41927.

DENNY O'CONNOR
Cincinnati Cinderella—Meet Me at the Snack Shoppe. VARIETY 1027

DON PIERCE
The Things We Did Last Summer—You Don't Know. ALKI 1160

BOB ACKOFF & PREMIERS
Come Dance With Me — Sometimes. ROULETTE 4339

CLAUDE McLIN
Misty—Satin Doll. ALLEGRO 1459

TONY ROGERS
Sin Suda—Fickle Baby. STAR CREST I

JOHNNY LONG
You're Right—Rock and Roll Nursery Rhyme. SOMA 1149

BILL SAMUELS
I'm Glad There Is You — Stompin' the Blues Away. SOMA 1150.

SUZANNE
You May Never Know — Unchained But Unforgotten. TRUMP 002.

DAVE BRYAN
Like I Like You — Right Time for Love. SPECK 102.

RONNIE WOLFE
First Time and Forever — The Devil. APPLAUSE 1247.

FRANK DePALO
Oh Rosa Mia — Time and Time Again. COBAL 2002.

JO ANN PERRY
Yes, I'm Lonesome Tonight — When You're in Doubt Do Without. GLAD 1006.

Country & Western

GUS TALBERT
I'm in Love — Just Dreaming. PINE 1001.

RED SPEEKS
I Talked With Hank — If You Tell a Lie. RED HED 1004.

Sacred

TED MULLINS WITH BOB STALEY & QUEEN CITY HARMONETTS
Sermon on the Mount—Sunshine on the Other Side. WONDER 100

CARL PHILLIPS
I Saw Mother With God Last Night—From the Manger to the Cross. K-ARK 614

Rhythm & Blues

JERRY COOK
I'm Gonna Lock My Heart and Throw Away the Key—Your Love for Me—APPLAUSE 1248

Epic LP's Set: Pops, Classics

NEW YORK — Four classical LP's and three popular sets make up the Epic Records release for January.

Sets by actor Burgess Meredith and dance ork leader Lester Lanin top the pop issues. In the classical area, George Szell conducts the Cleveland ork in Dvorak's Symphony No. 2, and Eduard Van Beinum, leading the Concertgebouw Orchestra of Amsterdam, interprets Bach's Sinfonia in B Flat Major and D Major. The Vienna Symphony performs works by Liszt and Kodaly and the Cleveland Sinfonietta with flutist Maurice Sharp interprets music by Honnegger, Hanson and Griffe.

Zenith Lines

• Continued from page 14

carries an improved "Cobra" custom tone arm and a new record "feeler" bar which, functioning magnetically, touches only the edge of the records when changing them.

In both the TV and the stereo lines there are 14 basic models offering choices in wood cabinet styles that include Danish and Scandinavian modern, American modern, French provincial, Italian provincial, Early American and traditional.

Among the 39 TV models are TV stereo combinations, portables, consolettes, table models, and consoles. Three of the 19 stereos are portable in the $89 to $99 range, and 16 are single cabinet consoles. Five of the deluxe consoles are equipped to handle sound reverberation, and a number have space for optional AM-FM radio.

Displayed too, were the company's line of transistor, table model, and clock radios.

RING IN THE NEW YEAR WITH 2 BRAND NEW HITS!

JOHNNY CASH

"OH LONESOME ME"

c/w

"LIFE GOES ON"

Sun 355

JOHNNY CASH
OH, LONESOME ME (Acuff-Rose, BMI) (2:25)—LIFE GOES ON (Clement, BMI) (1:56)—Cash has two solid sides here with strong commercial potential in both the c.&w. and pop markets. "Oh, Lonesome Me," the old Don Gibson hit, is accorded a lively reading, and the flip, a weeper, features a moving vocal. Watch both sides. Sun 355

The Billboard 12/19/60

A BRAND NEW ARTIST WITH A SMASH INSTRUMENTAL!

BOBBY SHERIDAN

"SAD NEWS"

c/w

"RED MAN"

Sun 354

SUN RECORD COMPANY
706 UNION AVE. MEMPHIS, TENN.

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Breaking Out!
YOUR OTHER LOVE
The Flamingos
End #1081
END RECORDS
1650 Broadway New York, N. Y.

JAMIE
His Newest Smash!
DUANE EDDY
"PEPE"
Jamie #1175
GUYDEN RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

"LITTLE MISS BLUE"
DION
LAURIE 3070

Main Theme from
EXODUS
45 #1953
MANTOVANI
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We process quantities of 25 and up from your tape or master.
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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

The new **Pee Wee King** unit opens at the Golden Nugget, Las Vegas, January 5 and follows with dates in Texas, New Mexico and Kansas before returning to Louisville in time for the annual Sports Show at the Fairgrounds Coliseum February 18-27. King is reportedly negotiating with **Jim Halsey**, of Thunderbird Artists, Independence, Kan., for the 1961 season. . . . **Ted Miller** and **Arnold Weisner** are reported lining up a string of Pennsylvania dates for a c.&w. package featuring a number of "Grand Ole Opry" stars. . . . Vokes Music, New Kensington, Pa., has leased a master tape of four blue-grass-type songs by **Denver Duke** and **Jeffrey Null** to **Don Pierce's** Starday Records.

William Otha (Slim) Smith, 55, Nashville fiddler and guitarist, formerly with WSM's "Grand Ole Opry" for nearly 20 years, died in a Nashville hospital December 23 after a lengthy illness. He retired from the entertainment field five years ago because of ill health. A native of Mannington, Ky., Smith moved to Nashville in 1935, where he appeared on stations WSM and WLAC. He joined "Grand Ole Opry" the following year and spent most of the time there as a member of Roy Acuff's unit. Surviving are his widow, the former Myrtle Wallace; a daughter, Mrs. Agness Emmett; a stepdaughter, Mrs. G. D. Thornton, and a stepson, John W. Wallace, all of Nashville. Burial was in Spring Hill Cemetery, that city.

Wilf Carter, better known to his American fans as **Montana Slim**, was due in Nashville last week to discuss a Canadian tour with **Hank Snow** to begin early in the spring. Snow, recovered from his recent bout with the flu, has a new RCA Victor release in "Man Behind the Gun" h.w. "I'm Asking for a Friend." . . . **Wanda Jackson** and Her Party-Timers are in the midst of a six-week stand at the Golden Nugget, Las Vegas. They wind up there January 25. . . . **Curley Culpepper** has just cut his first session for Harry **McDowell**, of McDowell Records, Montgomery, Ala. Release date is January 15.

Jim Reeves has teamed with New York Yankees star Mickey Mantle to open a new bowling alley in Henderson, Tex. Jim and wife Mary spent Christmas with home folks in Texas, with Jim spending last week hunting on the King Ranch in the Lone Star State. . . . Justin Tubb last week had his first release on the Starday label, "One-Eyed Red" h.w. "I'd Know You Anywhere." . . . Cousin Jody and His Country Cousins, of WSM's "Grand Ole Opry," have a new manager in Jim Ballard, of Chattanooga. Latter formerly owned Station WOOD, New Bern, N. C., and managed WKIX, Raleigh, N. C. . . . The Willis Brothers, who left on a USO tour December 12, are due back in Nashville around January 15. . . . Hank Snow on January 7 celebrates his 11th year with WSM's "Grand Ole Opry."

Lester Flatt and **Earl Scruggs** will work in concert at Hartford, Conn., January 13 and will play a similar engagement at Boston's Jordan Hall January 14. On January 15 the lads don their concert robes for a date at the Fashion of Institute of Technology, New York. . . . **Roy Drusky** shows his wares in Cleveland January 17. . . . **Stringbean**, "Grand Ole Opry" comic, plays Gainesville, Fla., January 30; Tallahassee, Fla., 30; Panama City, Fla., February 1; Pensacola, Fla., 2; Gulfport, Miss., 3, and Biloxi, Miss., 4. . . . **Faron Young** is set for a January 9-14 stand in Minneapolis. . . . **The Cackle Sisters, Mary and Cathy**, heard on Station KBTM, Jonesboro, Ark., the last two and a half years, report that they have formed their own diskery known as Mar-Kay Records, with headquarters in Jonesboro. The sister team is also heard on the air in St. Louis, where they are sponsored by the Old Judge Coffee Company.

January itinerary for the gospel-singing **Blackwood Brothers** stacks up as follows: Franklin, Ky., January 3; Sikeston, Mo., 5; Nashville, 6; Atlanta, 7; Springfield, Mo., 12; Little Rock, Ark., 13; Fort Worth, 14; Houston, 15; San Antonio, 16; Big Springs, Tex., 17; San Bernardino, Calif., 19; Long Beach, Calif., 20; Porterville, Calif., 22; Albuquerque, N. M., 24; Plainview, Tex., 25; Tulsa, Okla., 26; Shreveport, La., 27, and Montgomery, Ala., 28. . . . **Hank Cochran** visited with relatives in Mississippi over the holidays. . . . **Hal Smith** and wife **Velma** spent the holidays with homefolks in Alabama. . . . **Claude Caviness**, West Coast representative for Pamper Music, Inc., is back at his headquarters in Pico Rivera, Calif., after a visit to the home office in Goodlettsville, Tenn. . . . **Charles Wright**, Dallas agent, reports that he's on the search for strong song material for Mark Webb, Walter Vaughn and Jimmy Littlejohn for recording sessions in February.

With the Jockeys

"I need service on country and western records from all labels," typewrites **Cactus Tom**, who spins the country wax on KOLO, Reno, Nev. "Deejay service here on new releases is very bad." . . . **Mack Rains**, c.&w. deejay on WEZJ, Williamsburg, Ky., says he's spinning the stuff five hours a day and is in need of good c.&w. releases. . . . After being out of the corral for some time, **Joe Penny**, formerly on WEHT-TV, WTVW-TV and WJPS, Evansville, is now doing daily across-the-board shows on WNNT, Warsaw, Va. During his holiday away from the mike, Joe did some recording for Federal Records (King) in Cincinnati, spent some time on the road and put in the past year at his home in Florida. Penny still puts in his spare time writing song material. His most recent tune, "Break It to Me Gently," has been done by **Gene Martin** on **Hillous Buttram's** Look label. He invites diskeries and artists to send him sample releases for his new show.

Lloyd Hawkins, owner and general manager of KURV, Edinburg, Tex., announces that the station has just made a complete switchover to full-time country and western programming. The new format is under the supervision of Bob Dodson, vet c.&w. deejay, who has been associated with Hawkins' operation since 1954. KURV covers the South Texas area on 710 k.c. and is on the air from 6 a.m. to 10 p.m. daily. Hawkins urges artists to send tapes for station ID's and welcomes releases from the diskeries and artists alike.

The Billboard HOT C&W SIDES

FOR WEEK ENDING JANUARY 8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	18
2	2	2	2	NORTH TO ALASKA, Johnny Horton, Columbia 41782	8
3	4	4	5	I MISSED ME, Jim Reeves, RCA Victor 7800	10
4	5	5	8	FALLEN ANGEL, Webb Pierce, Decca 31165	8
5	3	3	3	EXCUSE ME, Buck Owens, Capitol 4412	16
6	6	6	4	ALABAM, Cowboy Copas, Starday 501	27
7	10	10	9	I THINK I KNOW, Marion Worth, Columbia 41799	8
8	9	13	10	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	11
9	12	12	21	SWEET DREAMS, Don Gibson, RCA Victor 7805	6
10	13	11	11	WINDOW UP ABOVE, George Jones, Mercury 71700	9
11	8	9	18	AM I LOSING YOU, Jim Reeves, RCA Victor 7800	7
12	14	15	17	LAST DATE, Floyd Cramer, RCA Victor 7775	9
13	15	14	14	POLKA ON A BANJO, Lester & Earl Scruggs, Columbia 41786	5
14	11	8	6	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	13
15	18	20	22	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	9
16	16	16	16	HERE I AM DRUNK AGAIN, Clyde Beaver, Decca 31173	11
17	19	22	19	THE MOON IS CRYING, Allan Riddle, Plaid 1001	9
18	17	19	15	WANTING YOU, Jimmy Newman, M-G-M 12945	9
19	7	7	7	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	14
20	23	28	27	LOVING YOU, Bob Gallion, Hickory 1130	6
21	—	—	—	MY LAST DATE, Skeeter Davis, RCA Victor 7825	1
22	—	—	—	ONE STEP AHEAD OF MY PAST, Hank Locklin, RCA Victor 7813	1
23	—	—	—	SEND ME THE PILLOW YOU DREAM ON, Browns, RCA Victor 7864	1
24	24	23	28	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	4
25	20	17	13	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	9
26	21	18	20	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	7
27	25	—	—	FORGET THE PAST, Faron Young, Capitol 4463	2
28	22	24	26	I WISH YOU LOVE, Billy Walker, Columbia 41763	8
29	27	25	24	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	13
30	29	—	—	WALK OUT BACKWARD, Bill Anderson, Decca 31168	2

POPing BIG
"STAND BY ME"
LITTLE JR. PARKER
Duke 330

The Big Hits Are On Today's Hit Trademark
Mercury RECORDS

RELIGIOUS HIT!
"THE BLOOD"
Zion Travelers
#602
DOOTO
REG. U. S. PAT. OFF.

STILL SMASHING!
"RUBBER BALL"
Bobby Vee
#55287
LIBERTY

• *Best Selling Sheet Music in U. S.*

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	EXODUS (Chappel)	1	6
2.	THEME FROM THE APARTMENT (Mills)	2	24
3.	LAST DATE (Acuff-Rose)	3	8
4.	WONDERLAND BY NIGHT (Roosevelt)	4	4
5.	GREEN LEAVES OF SUMMER (Feist)	9	9
6.	CALCUTTA (Pincus-Symphony House)	—	1
7.	WHITE CHRISTMAS (Berlin)	5	6
8.	NORTH TO ALASKA (Robbins)	13	2
9.	RUDOLPH THE RED-NOSED REINDEER (St. Nicholas)	6	5
10.	WINTER WONDERLAND (Bregman)	7	4
11.	SILVER BELLS (Paramount)	8	4
12.	MANY TEARS AGO (Roosevelt)	—	1
13.	CLIMB EVERY MOUNTAIN (Williamson)	14	46
14.	SAILOR (YOUR HOME IS IN THE SEA) (Garland Music)	10	3
15.	POETRY IN MOTION (Meridian)	—	4

MUSIC AS WRITTEN

• *Continued from page 18*

the group. Lon Applebaum, music consultant to the Canadian Broadcasting Corporation, spoke at the annual meeting. . . . Lois Marshall, the soprano, will give two concerts during the music season of the 1961 Stratford Festival. She will share the stage on each occasion with Glenn Gould, pianist; Oscar Shumsky, violinist, and Leonard Rose, cellist. . . . Bobby Curtola, who boasts 36 fan clubs, and records for Tartan, of Port Arthur, was visiting in Toronto from his Port Arthur home during Christmas holidays. The record label is owned by the Hurdon Brothers.

Harry Allen Jr.

Philadelphia

MANUFACTURER NEWS: **Dave Von Ronk**, ethnic folk-singer who records for Folkways, and **Don Paulin**, a local lad devoted to the same kind of songs, are first in for newly opened The 2nd Fret, liquor-less nitery.... **Anne Helena Dougherty**, who has been penning top tunes for 16 years, has just been named to membership in ASCAP.... Singer **George Shaw**, who had been managing the Trade Winds nitery, has moved across the street to host the Hi-Fi and Lo-Fi Rooms in the Rittenhouse Hotel.... Liberty Theater, Stanley-Warner neighborhood house, which is undergoing a major remodeling program, plans to bring in rock and roll stage shows to compete with the nearby and very successful Uptown Theater with the same policy.... **Ben Krass**, the clothing tycoon turned crooner, recorded four standards on his own indie label, appropriately enough called Krass Records.... **Johnny Rosica**, RCA Victor record exploiteer in this area, hosted dealers and disk jockeys among others in the trade for a three-night preview of "The World of Suzie Wong" movie at the Paramount film exchange—complete with Oriental catering.

Morrie Orodenker.

RADIO BOOSTS COMEDY ALBUM MATERIAL USE

• *Continued from page 1*

hour interview with Phyllis Diller (of the Jack Paar TV show), and will feature the comedienne on his show in a series of similar "bits" over a period of weeks. Thus, Roddy points out, he is able to make his program truly original, since all of the "bits" are exclusive on his show.

Roddy, who plans to record a comedy LP of his own shortly, believes the personality deejay is due to make a comeback. However, the jock opined the new personality spinner will also feature formula programming, thereby blending the best of the two heretofore opposing formats—"Top 40" and "personality."

Roddy himself plays the top hits, and limits between-wax chatter to one minute. At the same time, however, he emphasizes his own personality, and he broadcasts his KQV show from a big picture window and draws audiences by wearing different comedy costumes—a Roman toga, a "Mr. Livingston" explorer suit, a surgeon's uniform.

Also active in the comedy deejay field, is Johnny Quinn, WSBC-TV, Chicago, who featured a special tape on comedy technique on his New Year's Eve show at 9 p.m.

It's interesting to note that "The Button Down Mind of Bob Newhart" was No. 4 on the top 10 "vocal" album chart in The Billboard's 1960 Record Artists Popularity Poll, based on a survey of deejays and station librarians across the country (see The Billboard, December 19, 1960).

Spoken Word Albums

In addition to comedy LP's, spoken word albums of all types are pulling more and more air play. Station KTUL, Tulsa, Okla., recently launched a series of programs tagged "KTUL Sunday Night Special," which feature documentary-type albums, plus certain dramatic readings. The show features such albums as "Don Juan in Hell," "Study of Winston Churchill" by Ed Murrow, "Victory at Sea," "Hear It Now," by Murrow, "Not So Long Ago" by Bob Hope, and "The Presidents" by Walter Brennan.

"Sounds of the Twentieth Century," a similar program, is aired by WRFM-FM, New York, emseed by Gordon Spencer, spotlights poetry, music and comments of our times expressed by great humorists, and draws heavily on spoken word albums.

Canadian Board

• *Continued from page 4*

$288.75, for vessels of over 3,000 passengers. With airplanes, where capacity is 50 or less, annual fee requested is $50, and where it is over, the fee is a dollar for each seat.

For shopping centers, with less than 10 stores the annual fee is $50, and for each where there are more than 10, the fee is based on $5 for each store.

The submission for tariffs covering exhibitions, fairs, trade shows, motor shows, racing meets, ice skating or roller skating revues or shows, was also contentious. The tariff is based on one-fifth of one cent for each fairgoer. The same fee is also sought for circuses, carnivals and rodeos, with a minimum fee of $5.

Formerly, the former group paid one-tenth of a cent per person, although larger exhibitions paid on a graduated scale, with a top figure of 5 cents per person over 300,000 attendance.

Counsel for the larger Canadian Association of Exhibitions sought a one year delay in board action. He said there was no evidence to warrant the increases.

RESULTS OF GERMAN JUKE BOX DISK POLL

BRAUNSCHWEIG, Germany—The results of the Second Annual German Operators Poll, conducted by Automaten-Markt, showed these artists as the most popular on Germany's juke boxes for 1960:

Male Singers: 1. Freddy, 2. Rocco Granata, 3. Ivo Robic, 4. Peter Kraus, 5. Rene Carol.

Female Singers: 1. Lolita, 2. Heidi Bruhl, 3. Dalida, 4. Conny, 5. Connie Francis.

Vocal Groups: 1. Jan and Kjeld, 2. Regento Stars, 3. Hellberg-Duo, 4. Caterina Valente and Silvo Francesco, 5. Western Trio.

Orchestras: 1. Billy Vaughn, 2. Johnny and the Hurricanes, 3. Papa Bue's Viking Jazz Band, 4. John Buck and the Blazers, 5. Emperor Joe's Street Paraders.

The top juke box tunes of 1960, according to Automaten - Markt,

1. "Seemann," by Lolita; 2. "Marina," by Rocco Granata; 3. "Wir Wollen Niemals Auseinandergeh'n," by Heidi Bruhl; 4. "Banjo Boy," by Jan and Kjeld; 5. "Unter Fremden Sternen," by Freddy; 6. "Moonlight," by Ted Herold; 7. "Kein Land Kann Schoner Sein," by Rene Carol; 8. "Mustafa," by Leo Leandros; 9. "Milord," by Dalida; 10. "Ich Zahle Taglich Meine Sorgen," (Heartaches by the Number) by Peter Alexander.

Kapp Boosts Classic Disk Prices Jan. 1

NEW YORK — Kapp Records is increasing prices on its line of classical disks effective January 1. The increase is prompted by growing costs of production and recording, according to general sales manager, Jay Lasker.

Monaural classical LP's, now $3.98, will become $4.98 while stereo sets, now $4.98, increase to $5.98. "Kapp Records," Lasker noted, "has resisted the almost industry-wide price rise until this time, and it is one of the very last recording companies to bring its classical division into line with the prices now generally prevalent."

IN THE HOT 100

LET'S GO, LET'S GO, LET'S GO
HANK BALLARD and the Midnighters
KING 5400

HOOCHI COOCHI COO
HANK BALLARD and the Midnighters
KING 5430

WALK SLOW
LITTLE WILLIE JOHN
KING 5428

SLEEP
LITTLE WILLIE JOHN
KING 5394

THE BELLS
JAMES BROWN
KING 5423

ANGEL BABY
and
BABY OH BABY
CHARLES BROWN
KING 5439

KING

• *Reviews and Ratings of New Albums*

• *Continued from page 24*

the other the Lalo composition by the New York Philharmonic under Mitropoulos. Soloist Zino Francescatti on both sides displays his technical brilliance and beautiful tone.

★★★★ MOZART CONCERTOS — NO. 22 IN E FLAT, K. 482; NO. 23 IN A MAJOR, K. 488

Robert Casadesus, Piano. The Columbia Symphony Orchestra (Szell). Columbia MS 6194. (Stereo & Monaural)—Two of Mozart's most popular piano concertos are coupled in technically flawless performances. The combination of Robert Casadesus at the keyboard and George Szell on the podium has been a successful one for Columbia, commercially as well as artistically, on previous releases of Mozart concertos. This new coupling doubtless will follow suit.

CLASSICAL LP's
★★★ MODERATE SALES POTENTIAL

★★★ SCHUBERT: DIE SCHONE MULLERIN

Peter Pears & Benjamin Britten. London OS 25155. (Stereo & Monaural)—Truly fine performances of the Schubert song cycle by Peter Pears and Benjamin Britten. Pears sings the selections with taste and feeling, aided by Britten's piano accompaniment. A very interested, if limited, audience will want this set.

LATEST RELEASE
JO ANN CAMPBELL
Sings
But! Maybe This Year
b/w
Lazy Daisy
#10172
ABC PARAMOUNT

★★★ DE FALLA: DANCE NO. 1 FROM "LA VIDA BREVE"; TURINA: RITMOS (CHOREOGRAPHIC FANTASY); ALBENIZ - SURINACH: RONDENA, JEREZ, LAVAPIES

L'Orchestre Radio-Symphonique de Paris (Surinach). Montilla FMS 2062. (Stereo & Monaural)—This release is highlighted by the Turina ballet work and orchestrations by Carlos Surinach of three works from Albeniz's "Iberia" that had not previously been arranged from their keyboard form. The short de Falla item is a standard item, but none of the others is otherwise available on disks. They are all highly listenable works that will be of strong interest to those who like music in the Spanish idiom. Bright sound and effective stereo.

★★★ PROKOFIEV: CONCERTO NO. 2; TCHAIKOVSKY: SERENADE MELANCOLIQUE; SAINT-SAENS: HAVANAISE

Leonid Kogan, Violinist. State Orchestra of the USSR (Kondrashin). Monitor MC 2051—The fine Soviet violinist Leonid Kogan plays three works of which the nearly lyrical Prokofiev concerto is the most important. The brilliant "Havanaise" and the serious Tchaikovsky work are two shorter but popular works for the violin. Kogan gives them all virtuoso performances. The Prokofiev work was issued earlier by Monitor in a different coupling, with Richter playing the Bach Concerto No. 1 on the piano. This version will appeal to violin fans.

★★★ SURINACH: CONCERTO FOR ORCHESTRA; ALBENIZ-ARBOS: NAVARRA) GRANADOS-GRIGNON: ORIENTAL, ANDALUZA, RONDALLA

L'ORCHESTRE Radio - Symphonique de Paris (Surinach). Montilla FMS 2063. (Stereo & Monaural)—Carlos Surinach conducts the premiere recording of his "Concerto for Orchestra," and it proves to be a colorful and exciting work that manages to be intensely Spanish in feeling without the real use of Spanish-type music, through adroit use of rhythm and color. It should attract much comment. The three Granados selections are orchestrations from his "Danzas Espanolas" for piano. "Navarra" is one of the best known of all Iberian compositions. The combination of works topped by the evocative Surinach work makes this an interesting release.

★★★ HARRIS: ELEGY AND DANCE; DIAMOND: THE WORLD OF PAUL KLEE; BERGSMA: CHAMELEON VARIATIONS; LEES: PROLOGUE, CAPRICCIO AND EPILOGUE

Portland Junior Symphony (Avshalomov). Composers Recordings, Inc. CRI-140 — A collection of contemporary American compositions played most capably here by the Portland Junior Symphony, under the direction of Jacob Avshalomov. The Bergsma "Variations" and the Lees' "Prologue, Capriccio and Epilogue" are bright pieces handled with spirit. Attractive cover should help the album's appeal to contemporary music followers.

★★★ BABBITT: COMPOSITION FOR FOUR INSTRUMENTS; COMPOSITION FOR VIOLA AND PIANO; BAVICCHI: TRIO NO. 4; SHORT SONATA FOR VIOLIN AND HARPSICHORD

Various Artists. Composers Recordings, Inc. CRI-138—Composer's Recordings continues its worthwhile task of presenting works by contemporary American composers with this new disk. Milton Babbitt and John Bavicchi are the featured composers and their works are played to advantage here, on their first recorded performances. The disk is sponsored by the American Academy of Arts and Letters and the National Institute of Arts and Letters. Both Babbitt and Bavicchi were the 1959 Award winners. These four compositions, in the modern classical idiom, will interest contemporary music fans.

★★★ HANDEL: MESSIAH

J. Clifford Welsh, Organist; The Masterwork Chorus (Randolph). Design DCF-3051. (Stereo & Monaural)—An ambitious production and one that has definite quality. The Masterworks Chorus is one well known in New Jersey music circles, as are conductor David Randolph and organist Clifford Welsh. Soloists comport themselves with distinction. The boxed packaging also contains a leaflet on the material and its composer. Much competition exists, of course, but the aspect of "compatible stereo" can be a sales factor. Better impact could have been achieved had the set been prepared in time for the Christmas selling period.

JAZZ LP's
★★★★ STRONG SALES POTENTIAL

★★★★ WEST SIDE STORY

Cal Tjader. Fantasy 8054. (Stereo & Monaural)—A highly polished and feelingful musical representation of "West Side Story" is this latest LP by Cal Tjader. The music has been specially arranged by Clare Fischer and his work is particularly in tune with the original. Since Tjader is foremost in the jazz and Afro-Cuban areas, there are healthy touches of both in the set, but there also are wide touches of string and French horn writing. "Cool" and "America" are good examples of the former, "Maria" a fine example of the latter. Set is being offered, for a limited time, at $3.98 (stereo) and $2.98 (mono) retail prices.

★★★★ CAMELOT

Andre Previn and His Trio. Columbia CS 8369. (Stereo & Monaural)—The score from the new Broadway musical "Camelot" forms the latest vehicle for pianist Previn and his two jazz cohorts Red Mitchell (bass) and Frank Capp (drums). It's a very sensitive affair with Previn gracefully ranging in tempo and mood to match the caprice of the Lerner and Loewe score. Previn's improvisations are thoughtful on ballads ("I Loved You Once in Silence") and he does unique things on "What Do Simple Folks Do" which is taken as a three-quarter time swinger. Set should score with those who have grown accustomed to the Previn trio jazz touch.

(Continued on page 39)

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FOR WEEK ENDING JANUARY 8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	**HE WILL BREAK YOUR HEART,** Jerry Butler, Vee Jay 354	11
2	3	4	19	**SHOP AROUND,** Miracles, Tamla 54034	4
3	21	15	5	**LAST DATE,** Floyd Cramer, RCA Victor 7775	11
4	13	6	4	**ARE YOU LONESOME TONIGHT,** Elvis Presley, RCA Victor 7810	6
5	22	26	29	**WONDERLAND BY NIGHT,** Bert Kaempfert, Decca 31141	4
6	2	2	2	**LET'S GO, LET'S GO, LET'S GO,** Hank Ballard and the Midnighters, King 5400	13
7	12	24	6	**SAVE THE LAST DANCE FOR ME,** The Drifters, Atlantic 2071	14
8	15	12	16	**FOOLS RUSH IN,** Brook Benton, Mercury 71722	6
9	9	8	7	**GONZO,** James Booker, Peacock 1697	6
10	8	9	8	**MY GIRL JOSEPHINE,** Fats Domino, Imperial 5704	8
11	7	7	11	**GEORGIA ON MY MIND,** Ray Charles, ABC-Paramount 10135	15
12	6	5	10	**NEW ORLEANS,** U. S. Bonds, Legrand 819	10
13	5	10	13	**DON'T GO TO STRANGERS,** Etta Jones, Prestige 180	7
14	4	3	3	**STAY,** Maurice Williams, Herald 552	15
15	14	13	9	**CRY, CRY, CRY,** Bobby (Blue) Bland, Duke 327	13
16	—	18	12	**A THOUSAND STARS,** Kathy Young, Indigo 108	7
17	17	25	—	**I IDOLIZE YOU,** Ike & Tina Turner, Sue 735	3
18	—	—	—	**(WILL YOU LOVE ME) TOMORROW,** Shirelles, Scepter 1211	1
19	—	21	14	**NORTH TO ALASKA,** Johnny Horton, Columbia 41782	6
20	11	16	26	**RUBY,** Ray Charles, ABC-Paramount 10164	4
21	27	—	—	**PLEASE COME HOME FOR CHRISTMAS,** Charles, Brown, King 5405	2
22	10	11	15	**TODAY I SING THE BLUES,** Aretha Franklin, Columbia 41793	11
23	18	17	23	**HAPPY DAYS,** Marv Johnson, United Artists 273	4
24	29	—	—	**DON'T BE CRUEL,** Bill Black's Combo, Hi 2026	10
25	30	—	—	**EXODUS,** Ferrante & Teicher, United Artists 274	2
26	—	22	20	**ALONE AT LAST,** Jackie Wilson, Brunswick 55170	6
27	20	19	18	**AM I THE MAN,** Jackie Wilson, Brunswick 55170	7
28	—	—	—	**THE SLIDE,** Google Rene, Reed 134	1
29	28	29	—	**BYE BYE BABY,** Mary Wells, Motown 1003	3
30	—	—	24	**MY HERO,** Bluenotes, Value 213	7

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• Reviews and Ratings of New Albums

• Continued from page 38

SPECIALTY LP's
★★★★ STRONG SALES POTENTIAL

INTERNATIONAL ★★★

★★★★ I REMEMBER GERMANY, VOLUME 7
Willy Schneider. Fiesta FLP 1289.—Willy Schneider does 12 tracks here that must be of nostalgic value to the German-born. Large ork and chorus make a fine background on most of the tracks, of which "Heimatlied," "Bergisches Heimatlied," and "S' Ist Feierabend" are typical. Set was recorded in Europe.

SPECIALTY LP's
★★★ MODERATE SALES POTENTIAL

SPECIALTY ★★★

★★★ THE FAITH OF LINCOLN
Dickson Hall, Martin James, Jo Graham and the Wandering Minstrels. Strand 1008—An interesting package wherein the narrative presents key remarks by Lincoln, givin an indication of the nature of his faith. The spoken word, however, is fragmentary; the bulk and solidity of the album is reflected in the songs sung by Dickson Hall, Martin James, Jo Graham and the Wandering Minstrels—songs which Lincoln probably knew. The performances are good, and include "Just Across the River," "Rock of Ages," "I'm a Pilgrim," etc. There are 14 songs.

★★★ SCHOOL BOOK FOR DOGS
Beth Brown, Regent MG 6103—This is a thoughtful specialty disk, of value to all who own a dog and of interest to all potential dog owners. The script by Beth Brown, noted author of dog stories, is narrated by James Ringo and tells how to choose a dog, how to train a dog, travel hints, feeding schedules, etc. Sound information, well presented.

INTERNATIONAL ★★★

★★★ I REMEMBER HOLLAND
Various Artists. Fiesta FLP 1294 — Recorded by a number of fine artists in the Dutch tongue, the set includes "Ik Sta Op Wacht," "Voor Jou," "Kloilenlied," and "Jouw Handen." A good small continental ork and chorus assist the singers. Set was recorded in Europe.

★★★ I REMEMBER LEBANON
Wadih-El-Safi & Najah Salam. Fiesta FLP 1290 — Those interested in music of the Levant have it here — with vocals. The material includes 12 performances by varying artists, all recorded in Lebanon. A dancer in Eastern garb—and not much of it —is on the cover.

SPOKEN WORD ★★★

★★★ KRAPP'S LAST TAPE (By Samuel Beckett)
Donald Davis. Spoken Arts 768—Samuel Beckett's "Krapp's Last Tape" has been running off-Broadway in New York most successfully for the past season. The story of an old, dying man, ruminating over his life, has been recorded here with fidelity, with Donald Davis as Krapp, the part he starred in on stage. The entire action of the show, sound effects, etc., has been faithfully recaptured, and Davis' performance is excellent. Students and fans of the theater will be interested in this well-produced set.

GERMAN Newsnotes

• Continued from page 6

group has written the German lyrics for "Mule Skinner Blues." Tune was recorded by **Peter Alexander,** and **Bill Ramsey** singing in duo and will be used in the pic "Graf Bobby."

Margot Eskens has just recorded the German version of the Hawaiian tune "Aloha Sunset Land" under the title "Du Kommst Von Weit, Weit Her" to be released on Polydor. . . . Polydor has also released the title tune from the Columbia pic "Pepe" to be shown for the first time in Germany, March 7, with **Fritz Schultz-Reichel.** On Jupiter, **Otto Weiss** plays the tune together with **Delle Haensch.** The Hanover-born **Hans Wittstatt,** composer of the tune, first called it "Andalusian Girl." **Edward Kassner,** the partner of **Peter Schaeffers,** who is the German publisher, will record it on the President label for Great Britain, where there are already five other versions of the tune.

Hans Wittstatt has also composed "Big Love" and "Madame de la Hink" to be published by Shapiro-Bernstein in the States.

Palette Records, distributed by Ariola here, is introducing its new discovery, **Marlene Stolz,** with her first record "Gute Nacht, Johnny Boy" and "Nach Dem Servus Gibts Ein Wiedersehn." "Good Night, Johnny Boy" has also been released on Palette in the States. . . . **Freddy's** going to sing in French now, too. He recently recorded French versions of his last hits "Irgendwann Gibt's Ein Wiedersehn" and "Melodie Der Nacht." . . . **Laurie London** sings "Wild und Heiss" (Wild and Hot) as German version of "Sway," lyrics written by **Ralph Maria Siegel.** It will appear soon on Odeon. . . . Electrola will soon distribute Capitol's **Dean Martin** with **Nelson Riddle** singing "Just in Time."

TALENT TOPICS: **Bill Ramsey,** former GI and now a recording and film artist here, has signed an exclusive contract as a disk jockey with Radio Luxembourg. . . . **Freddy Quinn** has caused quite a stir with his new autobiography which is profusely illustrated. . . . **Bobbejaan,** who hit with "Ich Steh' an der Bar und Habe Kein Geld" (A Bar With No Beer), and who popularized the hillbilly style here, is going to Nashville where he will record country material and folk songs.

Sve-Danes Trio has helped many former members of his combos to make a start of their own. At present one more, the well-known sax player, **Frank Jensen,** has assembled a quintet and is getting off to a good start with a New Year's tee-off in a nightclub in Southern Sweden, followed by February stand at the "La Visite" nightclub, in Stockholm. **Frederik,** also a graduate from Asmussen's units, is also in Sweden, at Lorensberg Cabaret, in Gothenburg, with his show band.

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Allentown Retains Harris and Leidig

Gate Revenue Up; Grandstand Gross Second Only to Rogers' 1959 Visit

ALLENTOWN, Pa.—William T. Harris Jr., has been re-elected president of the Lehigh County Agricultural Society, operator of the Allentown Fair. In the annual election December 14 in the fairgrounds' Agricultural Hall, Harris was unopposed for a second term.

Other officers who will serve in 1961 are Dr. T. M. Ritter, first vice-president; Harvey W. Muth, second vice-president; Robert Moyer, third vice-president; Clarence Siegfried, fourth vice - president; Philip H. Storch, secretary; Edward G. Leidig, treasurer; Harry R. Dubbs, librarian; Robert F. Good, chemist; Alvin Butz, geologist and Joseph Gackenbach, forester.

A change in the by-laws was approved by stockholders, creating directorships in each of the six counties adjoining Lehigh County. When approved by the Lehigh County Court of Common Pleas, the society, for the first time, will have directors from Bucks, Berks, Schuylkill, Carbon, Montgomery an Northampton Counties. This change recognizes an increasing area-wide aspect of the fair.

Leidig, general manager, reported that the 1960 Allentown Fair's outside gate income was $49,216, an increase of almost $6,000 over 1959. Grandstand income of $68,618 was the second highest in the fair's history, exceeded only by 1959 when Roy Rogers starred all week.

Robert R. King, chairman of the executive committee described the innovations during the past year, including increasing the fair to a nine-day exposition, a Sports, Vacation and Boat Show, and a closed-circuit television championship fight.

Progress on construction of the branch bank of the Lehigh Valley Trust Company, being erected on the grounds, was described by attorney Gene D. Smith, and Mr. Gackenbach outlined the details of the reforestation program now in effect on the grounds. Almost 300 stockholders attended the annual day-long session.

Nat'l Dairy Congress Names Telleen Mgr.

WATERLOO, Ia. — Maurice Telleen has been named secretary-manager of the National Dairy Cattle Congress here to succeed Norbert J Kash, who resigned to enter private business. The new appointment is effective January 1.

Telleen has served as assistant manager of the exposition since July, 1959. The 1961 show is scheduled for September 30-October 7.

Trade Show Growth Traced by Smadbeck

NEW YORK—More than $4.5 billion will be spent on over 4,500 trade shows and expositions in 1961, according to Arthur Smadbeck, president of the New York Coliseum. He pointed out that established trade and public shows are growing in size, and many new ones are being created as well. This development is said to be part of a continuing upward trend.

In 1940, according to Smadbeck, approximately 900 U. S. expositions accounted for an expenditure of a half-billion dollars in displays, exhibits, space, advertising, and other costs. By 1956, the figure rose to 3,000 exhibits, representing a $3 billion expenditure. In 1960, nearly 4,000 exhibits in this country were successfully presented at an approximate cost of $4 billion.

The continued expansion of expositions as a mass market medium will be greatly stimulated by renewed efforts to accelerate our national economic growth rate, and also by intensified domestic and international business competition, according to Howard G. Sloane, the Coliseum's managing director. He said:

"Expositions offer each exhibitor the unique opportunity of meeting all prospective customers at one time and in one place, representing considerable savings in money and manpower and traveling around the country or world in order to maintain sales contacts."

International expositions, both in the U. S. and abroad will gain in size, scope and importance, according to Sloane. He said the general effort to increase exports would involve greater participation by American manufacturers in international fairs throughout the world. At the same time, the role of international fairs in the U. S. will assume added importance as a means of maintaining a healthy balance of trade among nations, and as an effective method for improving relations within the family of nations. As an example, he cited a local case:

"International expositions, such as the U. S. World Trade Fair, held at the New York Coliseum for the fifth consecutive year, from May 3-13, prove the inherent value of these international business and cultural exchanges. Each year it attracts substantially larger numbers of business and trade visitors, along with new and highly impressive displays from both the economically advanced and newly developing nations."

NAAPPB Publicity Fund Tops $29,000

Reaches 58 Per Cent of $50,000 Goal As More Parks Pledge Contributions

CHICAGO — Subscriptions to the proposed $50,000 Public Relations Fund of the National Association of Amusement Parks, Pools & Beaches have reached $29,450 Executive Secretary John S. Bowman announced Friday This is 58 per cent of the goal and represents a relatively small number of pledges, Bowman said.

President Jack Singhiser urged all NAAPPB members who have not as yet subscribed to do so at once so that the fund can be completed no later than January 15.

"We want to give the go-ahead signal to Communications Counselors, Inc., our public relations agency, by that date so that they can get to work and have our program in operation on a nation-wide basis before the opening of the 1961 park and pool season," he said.

Singhiser expressed gratification over the widespread acceptance the members have given to the suggested formula of one tenth of one per cent of yearly gross receipts.

Singhiser said these are the NAAPPB members who have made pledges to date:

Olympic Park, Maplewood, N.J.; J. M. Hutchinson, Riverside Park, Agawam, Mass.; Ron-Bol, Inc., Seaside Heights, N. J.; Bob-Lo Amusement Park, Bob-Lo Island, Ont.; Jimmie Thompson, City Park Kiddieland, Alexandria, La.; Riverside Amusement Park, Indianapolis; Silver Beach Amusement Company St. Joseph, Mich.; Belmont Park, San Diego, Calif.; Whalom Park, Fitchburg, Mass.; Roseland Park, Canandaigua, N. Y.; Springlake Park, Oklahoma City; Lincoln Park, North Dartmouth, Mass.; Dorney Park, Allentown, Pa.; F. W. Pearce Corporation, Detroit; Lagoon Resort, Salt Lake City; Crystal Beach Transit Company, Crystal Beach, Ont.

Elitch Gardens, Denver; Riverside Park, Agawam, Mass.; Irving Rosenthal, Palisades, N. J.; Playland Amusements, Inc. (Pontchartrain Beach), New Orleans; Coney Island, Inc., Cincinnati; Riverview Park, Chicago; The Humphrey Co., Euclid Beach, Cleveland; Santa Cruz Seaside Company, Santa Cruz, Calif.

Al Martin Agency, Boston; John Logan Campbell Insurance Company, Baltimore; Hershey Park, Hershey, Pa.; Lake Winnepesaukah, Inc., Rossville, Ga.; Fontaine Ferry Park, Louisville; Sunset Bay Park, Inc., Irving, N. Y.; Elmwood Park, Oklahoma City.

Kennywood Park, Pittsburgh; Cascade Plunge, Inc., Birmingham; Playland Park, San Antonio; Biloxi Gulfport Amusement Park, Biloxi, Miss.; Philipps Aquatic Club, Dayton, O.; Elmer E. Foehl, Amusement Concessions, Inc., Wildwood, N. J.; Idlewild Park, Ligonier, Pa.; Geauga Park, Aurora, O.; and Dreamland Park, Rochester, N. Y.

Barnes Pacts Chi Auto Show For 10th Year

CHICAGO—Barnes-Carruthers Theatrical Enterprises has again been awarded the contract to produce the stage entertainment at the Chicago Auto Show, Sam J. Levy Sr., B-C president, announced.

This marks the 10th consecutive year the office will produce the show at the event. This year the show is being held in McCormick Place, the new lake-front building. Dates are February 17-26.

SPRINGFIELD, Ill.—Paul Olson, co-owner and general manager of Olson Shows, has been named to the inaugural ball committee of Illinois' new governor, Otto Kerner. The event will take place here on January 9.

Knoxville's Auditorium Estimate Up

KNOXVILLE, Tenn.—According to Mayor John Duncan, the James White Memorial Auditorium here will cost closer to $5 million than $4 million as originally planned.

It was noted that the city will need $500,000 to acquire and prepare parking lots around the downtown coliseum, and some $300,000 for equipment. Citizens long ago voted the other funds in a referendum.

Mayor Duncan said the auditorium is scheduled to be completed and ready for opening in late summer, 1961.

Detroit Auto Show Signs Cobo for '62

DETROIT — Cobo Hall was awarded the National Automobile Show for 1962 by the Automobile Manufacturers' Association. No show is to be held in 1961. The highly successful show here in October claimed about 1,400,000 people—nearly five times the figures for any previous show.

President Singhiser Appoints Chairmen of 17 NAAPPB Committees

LOUISVILLE — Appointments of committee chairmen for the new year were announced last week by NAAPPB President Jack Singhiser. He and NAAPPB Executive secretary John S. Bowman had conferred here earlier about the assignments.

Singhiser said that a bulletin being mailed to park association members last week would invite them to volunteer for membership on any of the committees. He said he was eager to include members not heretofore active in association work so as to complete the cross-section desired on the committees.

Bowman called attention to the fact that the program of work committee also is charged with operation of the public relations program. A separate public information committee will handle other phases of publicity but it also will serve as a consultant group to the program of work and public relations committee Membership of the committees will overlap to a degree.

The committees and their chairmen and vice-chairmen include:

Resolutions — Paul Huedepohl, chairman; Adrian Ketchum, St. Louis, vice-chairman.

Safety—Joseph Fowler, Disneyland, Anaheim, Calif., chairman; Marvin Staton, Springlake Park, Oklahoma City, vice-chairman.

Service Awards—Fred Pearce, F. W. Pearce Corp., Detroit, chairman; E. J. Kilcullen, Playland, Rye, N. Y., vice-chairman.

Exhibit Awards—Robert Guenther, Olympic Park, Maplewood, N. J., chairman; Dudley Humphrey Euclid Beach Park, Cleveland, vice-chairman.

Finance—William B. Schmidt, Riverview Park, Chicago, chairman; Ed Schott, Coney Island, Cincinnati, vice-chairman.

Government Relations—Harry J. Batt, Pontchartrain Beach Park, New Orleans, chairman; Edward J. Carroll, Riverside Park, Agawam, Mass., vice-chairman.

Kiddieland Program and Services—W. H. Watson, Peppermint Park, Houston, chairman; Ferd Clemen, Pee Wee Valley, Cincinnati, vice-chairman.

Insurance—C. K. (Jack) Macdonald, Idlewild Park, Ligonier, Pa., chairman; Julian Norton, Lake Compounce Park, Bristol, Conn., vice-chairman.

Young Executives Social Activities—Fred McFalls Jr., Dallas, chairman; John Batt, Pontchartrain Beach Park, New Orleans, vice-chairman.

Location and Exhibit—James Johnson, Playland Park, San Antonio, chairman; Jack Ray, Belmont Park, San Diego, Calif., vice-chairman.

Music Royalty—John L. Coleman, Riverside Park, Indianapolis, chairman; Robert E. Freed, La-

(Continued on page 43)

OREGON FAIR SIGNS DAY, BETTY JOHNSON

SALEM, Ore.—Dennis Day and Betty Johnson have been signed to headline the grandstand show at the Oregon State Fair here September 1 through 9, Howard Maple, fair manager, disclosed.

They will be supported by Antone and Curtiss, comics, and Victor Julian and His Dogs. According to the contract signed with General Artists Corporation in Beverly Hills, Calif., the show will be produced by George Burke. Yet to be signed are a line of girls, the emcee and orchestra.

According to the contract for the guarantee-show, there is a provision that none of these performers will appear in any other show within a 300-mile radius of the State Fair during the six months previous to the opening of the fair.

FAIR-EXHIBITION MANAGEMENT

Texas Assn. Completes February Meeting Sked

TEXARKANA, Tex.—The program for the 34th Annual Convention of the Texas Association of Fairs and Expositions, February 2-4, in Dallas, will again feature the sharing of ideas and experiences.

Included in the two-day program are such topics as "Entrance and Exit Control," "Of Interest to Women," "Improving Livestock Exhibits at Fairs," "How an Exhibit at the Fair Builds Business and Good Will," "How We Sell Exhibit Space," "Tootin' Your Own Horn" (publicity), "Youth Programs for Your Fair," "Gospel Singing," "Our New Coliseum," "Special Features at Our Fair" and "I. Q. Zoo Pulls Paying Patrons."

Convention headquarters will be at the Baker Hotel and registration will be from 2 to 6 p.m., February 2, and from 8:30 to 9:30 a.m., February 3.

To encourage attendance the Association is again offering an expense paid trip to the 1961 International Association of Fairs and Expositions convention in Chicago. The winner, who may be any official representative of any Texas fair or fair council registered for convention attendance, will be chosen at the final convention luncheon in a drawing from the names of those with 10 per cent attendance at all meetings during the convention.

PNE Maps $408,000 Improvement Program

VANCOUVER, B. C.—The Pacific National Exhibition has mapped out a $408,000 winter works program.

Work will start as soon as provincial and federal governments endorse the program, PNE officials said. Projects planned include complete renovation of the Pure Foods Building at a cost of $167,000; perimeter landscaping, $40,000; construction of a self-contained year-round police academy for $125,000 if city council agrees; returfing Empire Stadium $22,000.

The $40,000 for landscaping is a first step in a five-year program designed to transform Exhibition Park and its acres of parking lots into vistas of shade trees, shrubberies and turfed picnic areas.

Returfing of the stadium is expected to begin as soon as possible. Pure Foods Building renovation involves $109,000 for materials and $60,000 for wages. Officials say the building would be a year-round complement to the Pacific Showmart.

Permanent State Event Planned for Hawaii

HONOLULU—The possibility that the Hawaiian State Fair may be taken over by the State was seen here last week when the sponsoring Jaycees apparently okayed the switch. The latter organization has operated the annual event since 1946.

G. Walter Glass, former general manager of the National Orange Show, San Bernardino, Calif., has been here for several weeks to study the proposal of a permanent State fair.

Charles Hamane, Jaycee vice-president, said he thought it was a good idea and added that his organization would continue to participate on a smaller scale.

It is figured here that a permanent site may result. At the 1960 fair the Jaycees grossed $240,000 with a net of $25,000 to $30,000.

Lethbridge, Alta., Event Shows Net of $11,798

LETHBRIDGE, Alta.—The Lethbridge and District Exhibition showed a net profit of $11,798 on the year's operations, about $80 below the 1959 mark. Helping to make up the profit figure were federal, provincial and civic government grants totaling $4,300.

Revenue from storage, rentals, interest earned, city grants, baseball tournaments and cattle, sheep and swine sales was $12,194. Exhibition profit amounting to $25,686 brought the total profits to $37,880. Exhibition profit this year was about $4,000 lower than the 1959 profit.

Wages of $9,005, attractions costing $24,693, prize money of $7,317, and general administration expenses of $5,604 brought the total exhibition expenditures to $46,620.

Revenue from ticket sales, concessions, entry fees, advertising and the midway amounted to $69,106, and provincial and federal grants were $3,200, for a total revenue of $72,306.

In his presidential report to the 15th annual general meeting, Sven Erickson reminded that city council had renewed the lease on the grounds on a 30-year basis and that plans were going ahead for a $450,000 livestock pavilion.

Erickson said the structural steel contract had been let and construction tenders will be called early in 1961. It is expected the building will be finished in June so that it can be used during the exhibition and rodeo July 5 to 8.

Because there had been some disappointment with the 1960 grandstand show, Erickson said, both the midway and grandstand show in 1961 will be provided by Siebrand Bros. Circus and Carnival.

Secretary-Manager C. E. Parry reported that $6,952 was spent on grounds and building improvements, including renovation of the front of the grandstand.

MILLER GRADS SPRING TWO SHOP UNITS

NEW YORK — During the past month two new shopping center units have been announced by people who toured with the Paul A. Miller Circus, which appears to be spawning its own competition. The Stein Bros. Circus was debuted by Willie and Hy Stein in the Tampa area over the holidays. Now Shoppers' Fair is reported by Wally Blake, who agented the Miller unit. Blake, operating out of El Centro, Calif., is featuring stage acts, rides and other units, opening in San Diego in January. Prof. Bill Mayo's former medicine show troupe is featured.

Pearly Houser, Tent Veteran, Dies in Ohio

WAVERLY, O.—Charles Pearly Houser, 87, life-long veteran of circus business and an old hand at handling big tops, died here November 30, according to word received last week.

Houser had been on big top canvas with shows for nearly 70 years. He was with the Ringling circus in 1897 and he toured Europe with the Buffalo Bill show at the turn of the century. Off and on over the years he worked with tent factories, including U. S. Tent, then of Chicago. About 10 years ago his career was described in an article in the Saturday Evening Post, and in that period he was with the Aspen, Colo., music festival to manage their special tent. In more recent seasons he had been with the Al G. Kelly & Miller Bros. Circus.

Houser is survived by a brother at Indianapolis.

Inks Robertson

MERCEDES, Tex.—Dale Robertson, of the TV show, "Tales of Wells Fargo," has been signed as the feature of the Rio Grande Valley Livestock Show Rodeo. Dates are March 22-27.

Robertson will also play the San Antonio Stock Show and Rodeo February 10-19.

PRUETT DAY BOWLS OVER GA. FAIRMAN

MACON, Ga.—By the time Joe Pruett's birthday rolled around Saturday (26) is was a secret to nobody, once daughter Mrs. Richard Garrett got "Joe Pruett Appreciation Day" rolling. Pruett, secretary of the Georgia Association of Agricultural Fairs, was given a thick leather book crammed with congratulatory letters which had been solicited in advance, without his knowledge.

There were 611 letters from 34 States between the covers, from Senator Talmadge, Governor Vandiver, May Wilson, fair and attraction people, Exchange Clubs and many other friends. He is secretary of the Georgia Farm Equipment Association and 16-time secretary-treasurer of the Georgia State Exchange Club, in addition to operating an advertising and publishing business. According to the testimonials, Pruett is 21, 39, or 70 years old.

ARENA, AUDITORIUM NEWSLETTER

Chicago 'Holiday'

"HOLIDAY ON ICE" played four days in a special engagement at the International Amphitheater in Chicago at Christmas time. The date had been penciled in for a long time and was played with a minimum of local promotion. The show, making its first Chicago appearance, was virtually unheralded. Only a few newspaper ads and no other publicity were used. Dates were December 25-28, which fitted tightly between those for the icer's engagements at Green Bay, Wis., and Des Moines, Ia. The four performances were largely sold out as Christmas benefits, with several charities and similar organizations taking part. Holiday's appearance at the Amphitheater gives Chicago a full array of three icers for the season. Ice Capades comes in April and Ice Follies in September. . . . Indoor auto races are being staged at the Amphitheater three times this winter. The first one, in December, did not draw the expected attendance. . . . The Amphitheater will have the Plant Maintenance and Engineering Show January 23-26. In February it will have the International Heating and Air Conditioning Show for its 30th annual run. This one is the biggest of all in the series and for the first time the show management had to taper off on sales efforts as space grew short.

200 Apply for Vancouver Auditorium Manager Post

NEARLY 200 APPLICATIONS have been received for the position of Queen Elizabeth Auditorium manager at Vancouver, B. C. This is almost double the number submitted the first time the job was filled in December, 1957. The first manager, John Panrucker, was fired, effective last September. He has since been charged by police with theft and dealing in forged checks.

The new applications are from Canada and the United States. City personnel director B. H. Peterson and auditorium commission chairman Reg Rose will screen the applications. The new manager is expected to take over the position in March. The job pays $729 to $849 a month, depending on qualifications. Meanwhile, Panrucker made his ninth appearance in police court, without any indication of when he will go on trial. He was remanded with bail continuing at $10,000.

San Antonio, Houston, Dallas Walk-Around Shows Tell Plans

THE HOUSTON INTERNATIONAL Trade & Travel Fair will move next year from the Shamrock Hilton Hall of Exhibits to the Sam Houston Coliseum. Porter P. Parris, president of the fair, said the move will allow a four-fold increase in the size of the event. The seven year old fair has always been held at the Shamrock Hilton Hall of Exhibits. . . . San Antonio's national Food and Beverage Show, the first major show of its type in Texas, will stage a five-day run, January 18-22, at La Villita Assembly Hall, it was announced by the Grocers Manufacturers Representatives Association. The big South and Central Texas attraction will show consumers progress in the food industry. . . . Several new exhibitors are already contracted and "more than half the display space" already is sold for the 14th annual Dallas Southwest Sports, Boat and Vacation Show, Manager Martin P. Kelly of United Sports and Vacation Shows, announced here. Dates are April 8-16 in the Automobile building at State Fair Park. Sponsorship continues with The Dallas Morning News and its radio and television affiliates, WFAA, WFFA-TV. Beneficiary is municipal Marsalis Zoo of Dallas. . . . Proposed as a new feature of the 15th annual Southwestern Home Show at Dallas March 18-26, is a Regional Builders Exposition and Conference. The show is to be held for the second time in the new Dallas Market Center.

Both the Home Show and Builders Exposition will be open to the public, and a Builders Conference segment limited to industry attendance only is announced for March 21-23 in convention rooms of the nearby Marriott Motor Hotel. Home builders from Texas, Oklahoma, Arkansas, Louisiana and New Mexico will be invited to the regional trade exposition and conference. . . . After exhibiting four years in the Dallas Memorial Coliseum, the fifth annual Southwest Boat Show sponsored jointly by the North Texas Marine Trade Association, The Dallas Times Herald and KRLD-AM-FM-TV will be moved to the new Market Hall in Dallas. Dates are March 3-12 and space is all on one floor 148 by 446 feet, according to Joe Bulowski, president of Southwest Boat Show, Inc., producers of the regional trade show open to the public. . . . Initial plans for a 1961 San Antonio Trade Fair were reported as exhibitors held a Charter Exhibitor's Party at the St. Anthony Hotel. Work on new displays to assure visitor interest in the second Trade Fair early next fall has already begun, exhibitors were told.

Rex Allen Signs

HOLLYWOOD—Rex Allen has been signed to appear at eight events in 1961, with a number of others pending, Mickey Gross, personal manager, announced.

Already signed are appearances at the Hereford Quarter Horse Show, Odessa, Tex.; Houston Fat Stock Show, Houston, Tex.; Red Bluff Bull Sale Show, Red Bluff, Calif.; San Angelo (Tex.) Rodeo; Jaycee Rodeo, Phoenix; Calgary (Alta.) Exposition and Stampede, Stoughton (Wis.) Fair), and the Pikes Peak or Bust Rodeo, Colorado Springs, Colo.

Swenson Inks Tulsa Fair

SPRINGFIELD, Mo. — Aut Swenson, owner-manager of Swenson's Thrillcade, announced that he has again signed a contract with the Tulsa State Fair.

The stunt organization will give two shows on Saturday, September 30, and three on Sunday, October 1. This will make the fourth consecutive year the Swenson show has played the fair.

Ringling TV Program Set; Alter Route

NEW YORK — Ringling Bros. and Barnum & Bailey Circus will be televised in May, using a tape that will be made again this year during the Greensboro, N. C., date. Arthur Godfrey is scheduled to be in this year's TV program.

Meanwhile, the show's pre-New York route has been changed. It now calls for the show to play Nashville, February 16-18; Greenville, S. C., February 20-22, and Winston-Salem, N. C., February 24-26. These dates replace Charleston, S. C., and Huntsville, Ala.

The Washington and Haddonfield, N. J., stands have been transposed, making it Washington March 14-19 and Haddonfield, March 23-26. The New York Garden date is March 31 thru May 14.

PHONEMEN

SEVERAL MAJOR SHRINE CIRCUS DATES

All repeat engagements. Only steady, reliable men wanted. Full season's work. No layoffs. Offices opening at once.

STANLEY PAUL

Box 122, Billboard, Chicago 1, Ill. Send your address and will contact you. All replies answered and confidential.

Ray Parks, M. Ringler, Paul Reynolds, Reed Whipple, George Bernard, Jim McGee, Gene Clark, Emmett and J. Higgins, contact.

PHONEMEN

40% to sell member cards and adv. for sponsored Peace Officer or Veterans paper. Phones, cards and collectors waiting in largest Ohio cities. Complete sales rights on three deals to proven reliable crews.

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Who can sell tickets, act and dress like gentlemen. Steady work, sobriety essential. No collects.

CHARLIE BROWNFIELD

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TWO PHONE MEN

Civil Air Patrol, Safety Book. Straight adv. No tix or U.P.C.'s. 25%, pay daily. Professional collectors. Sobriety demanded. No advances. No collects. YOU CAN GET IT HERE. 3 towns booked this area. Permanent work.

FEderal 7-1261, ODESSA, TEX., or MGR. CAP, P. O. Box 190, Odessa, Tex.

Telephone Salesmen

Outdoor advertising; magazine, radio and TV. Guarantee and commission; average $105.50 to $169.38 weekly.

Apply: K. SCOTT

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PHONEMEN

JON S. SHAFER

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Indianapolis, Ind.

2 PHONEMEN

Just starting 1961 season. Shrine, Police and Fire Departments. We work all year round. Call

JOE REGAN

2224814—Days. 2224260—Nights. Tallahassee, Fla. No Collects.

P.S.: Dick Walton and Roy Clark, call me.

WANTED

Long season's work to couples to handle good spots. Must be dependable during working hours. Operating now, need no advisers. Promoters, if you have spots 300 miles from this address, will give you best deal you have ever heard of and will finance same. Cy Knight, Mandy McNamara and Geo. Kleio, contact. Happy New Year, Terrill Family and friends. Write or wire H. WOLFE, 24 E. Park St., Newark, N. J.

Cotton Bowl Parade to Use Gray Calliope

DALLAS—Gil Gray Circus furnished acts for two events in the Dallas area during the holidays and garnered considerable favorable publicity thereby.

A four-column photo took nearly half the Dallas Times Herald front page Wednesday (28) showing Johnny Herriott driving the six-pony hitch to the circus calliope wagon "practicing" for participation in the Cotton Bowl Parade Saturday (31) prelude to the big football bowl game January 2. Gray's calliope was the only circus part of the parade.

Acts appearing Friday (23) at the Lone Star Showman's Club's annual Christmas party given at Fair Park for some 300 children invited by the Salvation Army included elephant, pony drill, unicycle and unsupported ladder acts. Karlis Pederson worked Gil Gray's three elephants, Johnny Herriott worked the pony drill, and the Riding Zoppi's (Joe, Peggy, Yolanda, Ricko, Roger and Denise) worked their unsupported ladder act, not having room for bareback riding. Mell Hall had his Whiz Kids unicycle act including Irvin, Karman, Jimmy and Nini Hall.

Reading Opens USAC Sprints On March 26

READING, Pa.—Reading Fairgrounds will open the 1961 USAC sprint car race season in the East, Sunday afternoon, March 26.

Race director Russ Moyer said the track was allocated four sprint dates at a recent promoters' meeting in Indianapolis. Others are May 7, September 17 and October 22.

3—Phone Salesmen—3

In our organization expansion program for the new year we can use EXPERIENCED PHONEMEN to join our 16-year company on PROVEN, CLEAN, IDENTIFIED REPEAT deals.

4 units working steadily on POWERFUL LABOR TEMPLE "SIGN. ADV." deals.

Sales manual, advance brochure letters, name card leads assure hustler easily $150 to $400 per week. Can prove our oldtimers earning $15,000 to $20,000 per year on these deals. Group Insurance employees plan coverage for steady workers. Pleasant working conditions.

Just starting the following areas for 3 months' base, so phone prepaid, write or come in.

MR. MURRAY ROSS

Labor Hall, U. A. Local 38, Room 2
1621 Market St. San Francisco, Calif.
Phone: HEmlock 1-3074

MR. J. BANKENDORF

Labor Temple, Room 302
151 S. 2nd East Salt Lake City, Utah
Phone: EL 5-7592

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5 PROMOTERS, TOP PRODUCERS

PHONEMEN—Phones open. Man and Wife Team. Year around.

HARRY E. BECK

Gen'l Agent, KING BROS.' CIRCUS

Write 260 N. McNeil or phone BRoadway 5-6858, Memphis, Tennessee. NO COLLECTS.

O'REILLY—TUFTS—FRANCIS

Be in Oklahoma City ready to go to work Tuesday, January 3, 1961. Indio Temple CE 2-1313

H. F. BARRETT

Anyone else in vicinity, call me.

Call Meet on Merchandise For Inaugural

WASHINGTON — The concessions committee of the 1961 presidential inaugural will meet with all interested concessionaires at 2 p.m. Tuesday (27), according to Chairman Joseph L. Rauh Jr. The meeting will be held in Inaugural Committee Headquarters, the Liberty Loan Building.

License applications for vendors of inaugural souvenir merchandise may be filed with C. T. Nottingham, director of the Bureau of Licenses, Room 116, District Building. Applications must be accompanied by three samples of each item of merchandise to be sold.

Additional information may be obtained from Charles W. Hughes, executive director of the Inaugural Concessions Committee, Liberty Loan Building.

Weyburn, Sask., Okays $100,000 Fair Building

WEYBURN, Sask. — Decision was made at the annual meeting of the Weyburn Agricultural Society to go ahead with plans for an all-purpose building on the grounds to cost more than $100,000. Construction may start next spring.

The building would be used for farm boys' and girls' camps and other agricultural purposes in the summer, and for curling in the winter. Tentative plans are for it to be 90 by 203 feet.

The society reported a successful year, with revenue totalling $62,102. The bank balance was $351, after all expenses had been paid, and $4,700 is due in grants.

No decision was reached on whether or not harness races will be continued at the summer fair.

Edgar Pettit was re-elected president, C. B. Metheral was reappointed manager, and Mrs. Louie Zabel continues as secretary-treasurer. Vice-presidents are P. Andrews, P. Erb and D. Turner. Bill Hollinger and Bob Armit were named honorary directors.

PROMOTERS

Our next year looks good for dates and auspices. Need Promoters who want steady work with no holdbacks, no waiting or layoffs. Can count on real profitable 1961. Dates waiting now.

JACK KELLY

GENERAL PROMOTIONAL MGR.

Tommy Scott Show

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Panama City, Fla.

WANTED

WEB GIRLS, CLOWNS AND ACTS

For eleven weeks' tour of South America, opening February 15, Rio de Janeiro; Sao Paulo and Buenos Aires to follow. All performances indoors, sports arenas. Transportation paid from Miami and return. Wire or write

PAT VALDO

Ringling Bros. Circus, Venice, Florida.

PHONEMEN

Houston, New Orleans, Austin, Lafayette.

Save this ad. Year-round work. Top deals in 10th year; tops and renewals; book, ads, tix. 25% paid daily. No lush! Permanent offices. No advances or collect calls; no drinking. Sober, reliable men, come on in. Clip and keep ad in wallet. Contact Jim Bennett, Harold Hicks, 904 Ruth, Houston, JA 9-8766.

CIRCUS TROUPING

By TOM PARKINSON

IT'S UNDER WRAPS UNTIL the first of the year, but announcement will come that a circus operated by the Ringling organization will play South American arenas this spring. That recalls the annual talk of some seasons ago that Ringling would go to Venezuela after the Cuban date it used to make. All that changed when the show moved indoor and played a winter route. The new show will be separate from the regular R-B show. . . . John Cuneio, having sold his present acts to Kelly-Miller Circus, is talking now of breaking a new group of mixed cats and working them from horseback.

At the recent Fort Worth Shrine Circus the opening display had two flying return acts, Malkos and Zacchinis. Joe Hodgini, who had his dog act there, raised the question of when a show last opened with flying acts and suggested it might have been the 1911 Ringling Bros. Circus at Chicago. He recalled Al Ringling put the Clarkonians, the Flying Nelsons and a third act on first so the audience would be sure to see them. With the flying acts in their usual final place, some of the audience left early and missed them. . . . Karl Wallenda leaves January 5 for a visit to Europe. He will go to London, Berlin, Hamburg and Paris in a three-week period.

From the Ringling-Barnum show, Chuck Burnes writes that Bob and Ed Keck gave a party at LaTosca Trailer Park for eight showpeople. Later they went to Paris for Christmas. Burnes caught the Sells & Gray Circus and visited Eddie Dullum and Seacow. Making Nick Falzone's Christmas dates in New York were Victor Julian's Dogs, Four Kelroys, Joe Philips and Smokey the Horse, Six Cycling Frielanis, the Wazzan Troupe, Frankie Saluto, Blinko Burch, Slim Collins, and Joe Basile's band. Also in the New York area for the holidays were Dick Barstow, Staphanie Thompson, Louis Nagy, Morton Kroos, John Haley, Ward Hall and Harry Leonard.

★ ★ ★

Ed and Helen Wilson have returned home to Bloomsburg, Pa., after playing Georgia with Scott Bros. Circus. . . . Faith King and her dogs played Christmas dates for Dorothy Boyle's agency out of Columbus, O. . . . Stanley Paul spent the holidays in Boston with his relatives. . . . Jack W. Burke, contracting agent for King Bros. Circus the past two seasons, is at his Baldwin, N. Y., home. He will be setting dates for the new Wallace Bros. Circus in 1961. . . . . Estelline Pike, sword swallower, is in New York after a long junket thru the West that took her to visits with Royal American, with her daughter Melba and family, with friends at the Nu-Pike in Long Beach, with show clubs in Los Angeles, and with her daughter Ramona. Now in New York, she's with her son, who is at Hubert's Museum currently.

Mrs. Jack Bell, wife of the long-time head of the United Billposting Company in Detroit, is returning to the hospital for renewed treatment of a serious illness. . . . John St. Peter was re-elected president of the billposters union in Detroit. Other officers are George E. Goddard, vice-president; Bill Wood, secretary-treasurer; Albert J. Halley, chairman of trustees, and Robert Perkins and George Hutchinson, trustees.

Acts working Christmas shows in the San Francisco area included Emrico, Bert Hansen, Don Marcks, Craigs Chimps, and Hugo Marquardt. . . . Frank H. Thompson, Aurora, Ill., show veteran, wrote a column of recollections of the Gollmar Circus for the Lancaster, Wis., newspaper. . . . Jimmy Ray reports cold weather from where he has been booking Canadian dates.

By Gosh's Circus crashed Louisville society columns with photos of a society party with a circus theme. The party had picked up circus posters from stores and these appeared in the news photos. . . . Ethel Siegrist, widow of Joe Siegrist is with the Anserphone Service at Kansas City, Mo, and would enjoy hearing from old friends. She lives at 1400 East Leonard.

Sam Ward startled Fort Wayne, Ind., at Christmas time when he bought several 24-sheet boards to say happy holiday and wait for the Shrine Circus. The newspaper carried a picture of one of the boards and declared it was the only time he gave anyone else top billing. The name of his wife, Evelynne, was in larger type than his.

Among those at the Circo Atayde in Mexico City currently are the George H a n n e f o r d Jr. riding troupe, the Guy Theron cycling troupe, the Gutis, and the Pedrolas, Celeste-Pancho & Co.

Kelly-Miller Maps Changes

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus next season will build an all-new performance, stressing wild animals, and also will have a new lighting system for both indoors and outdoors. There will be a number of new spec floats, a new metal banner line, and several other additions.

These developments are part of owner D. R. Miller's plan to observe the show's 25th annual tour.

V-E-K Signs Power-Light Exhibit Pact

NEW YORK — V-E-K Associates, Inc., has been named to create the design concept, theme and programming for Power & Light Exhibit, Inc., a new corporation formed to conduct the investor-owned electric industry's participation in the New York World's Fair. The industry's plans to participate in the fair were announced by the Edison Electric Institute earlier in the year.

V-E-K is an alliance of Vandeburg-Linkletter Associates, Ebasco Services and Walter Kiddie Constructors. C. M. Vandeburg, president, describes the organization as being "equipped to assume the complex task of dramatizing an image, product and service for any client or co-operative group desiring to participate in the World's Fair."

BUFFALO,—A late addition to the list of Eastern fair meetings is the Western New York Association of Fair Managers, scheduled for the Hotel Lafayette here on Saturday, January 21. Mrs. Mildred Merow of Little Valley, secretary-treasurer, says the program calls for meetings at 10:30 a.m. and 2:30 p.m. in the Clinton Room, with lunch in the Ellicott Room.

AMUSEMENT PARK OPERATION

Park Planned in Delaware; Jersey Shore Groups Busy

A 1,000,000 SHOPPING and amusement center has been started at Price's Corner near Wilmington, Del., hy Albert A. Gilbert, realtor and developer. The store will be ready for early spring and the amusement features will be completed during the summer. It will include a 1,200-car drive-in theater, an amusement park, a skating rink and a restaurant. . . . The Greater Wildwood Hotel and Motel Association executive committee discussed how the association might help enhance the economy of Wildwood, N. J., by promnting it as a convention site. The meeting was particularly interested in drawing convention business to the city in the early spring and after Labor Day. Memhers agreed that a convention manager "to he appointed at a fair salary to solicit these conventions" should he considered hy the city commissioners. . . . Nathaniel C. Smith, mayor of Ocean City, N. J., was appointed vice president of the New Jersey Resort Association by the group's president, Fred W. Chatman. Mayor Smith, who has been instrumental in the organization's fight to maintain the Pennsylvania-Reading Seashore Line's passenger service, replaced Carl Youngherg of Cape May. . . . Requests for State aid totaling $1,401,136 to comhat beach erosion were submitted to New Jersey officials hy 57 county and municipal officials. Under the State program, funds allocated by the State must he matched by the municipality. Thus the cost of projects proposed by the municipalities would total $2,802,272. Major requests include Jersey City, $220,000; Ashury Park, $183,000; Allenhurst $150,000; Atlantic City, $250,000, and Bayonne, $100,000.

Disneyland Stages Festival As Part of Holiday Events

DISNEYLAND'S CHRISTMAS FESTIVAL, which annually presents colorful holiday customs from around the world, drew an attendance of 23,420, up 8,449 from 1959, when it was previewed at Anaheim, Calif., Sunday (18) as part of the "Parade of All Nations." "The Parade of the Toys" was featured for eight days more starting Christmas Day and continuing thru New Year's Day. The Disneyland carolers, dressed in Dickens era costumes and singing holiday songs, and the Disney characters—Mickey and Minnie Mouse, Chip and Dale, the Mad Hatters and others—were featured during the holidays. The park will be open daily thru January 8.

Moose Jaw Ex Loses $2,285

MOOSE JAW, Sask. — The Moose Jaw Exhibition showed a net loss of $2,285 on the year's operations, it was reported at the annual meeting.

J. C. Poston, newly elected president, said some $1,200 of this was attrihutable to expenditures incurred in 1959 and that the accounts had overlapped into the new term before being paid.

Expenditures in 1960 totaled $54,226, including administration's $7,929; grounds and huildings $13,600; rodeo $7,626; exhibition $23,560.

Income, chiefly from the exhibition and grants, totaled $51,941. Gate admissions and season tickets realized $8,687, and the grandstand shows $4,621. The rodeo, on three of the four days, hrought a revenue of $5,143, and the Highland Games on the first day netted $357.

Midway revenue was $4,124, rentals $2,625, entry fees $1,563, and provincial and city grants $16,894.

Decision has been made to extend the rodeo to four days in 1961, and chuckwagon races may he featured. Exhibition dates are July 12-15.

Consideration will be given to renovating the track at the fairgrounds for chuckwagon races and possibly for horse racing.

Fireworks, dropped in 1960, may be added to the 1961 program.

Feeling of the directors was that sweeping changes should be made in the set-up of the annual exhibition, although these may not be fully accomplished in time for the 1961 show.

Mrs. Lillian Crawford has been appointed secretary-treasurer, replacing Mrs. Doris Bjornson, who had held the position since February, 1959.

Savannah, Ga., Names Maddox Fair Prexy

SAVANNAH, Ga.—The Coastal Empire Fair Association, elected J. Arthur Maddox as president for the ensuing year. William L. Benton is the retiring president.

A. Ellis Kitchens was the only new vice-president elected. Vice-presidents who will continue in office are E. K. Bell, E. R. McClellan and H. C. Morrison.

Hunter Leaf was re-elected general secretary of the association; Robert S. Parrish, corresponding secretary, and Lamar W. Davis, accountant, also were re-elected.

Charles F. McMillan succeeded Maddox as treasurer.

Mortgage Holder Buys Magic Mount Site at Tax Sale

DENVER — Joseph Bachman, holder of a first mortgage on the land occupied hy Magic Mountain, has purchased the tax title to the 600-acre site at a Jefferson County delinquent tax sale.

Bachman's bid of $12,845 represented the amount of the delinquent taxes plus 6 per cent interest.

The hankrupt $3,000,000 amusement park was given permission to reorganize under federal bankruptcy laws December 15. U. S. District Court Judge Alfred A. Arraj appointed Ray Jenkins trustee to reorganize the park's corporate structure.

Judge Arraj has set February 10 as the date for the first hearing concerning progress in the park's efforts to stay in business.

Longer Monorail to Link Disneyland With Hotel

ANAHEIM, Calif. — The Disneyland-Alweg Monorail system will be extended at a cost of $1,900,000 hy June and link the park with the Disneyland Hotel, Walt Disney, head of the park, and Jack Wrather, Disneyland Hotel president, announced here Wednesday (28).

The length of the Monorail will be extended from its present three-quarters of a mile to nearly 2½ miles. The new link will he routed on Disneyland property along Harbor Boulevard.

Hotel guests will be ahle to board the new Monorail at a station to be erected at the Disneyland Hotel and be carried to the park at a top speed of 45 miles per hour. Since the Disneyland-Alweg Monorail opened in June, 1959, it has carried 3,855,600 passengers.

Disneyland Hotel also is inaugurating an expansion program to cost upward of $4,000,000. The projects include a 10-story addition providing another 144 rooms, boosting the total to 450; a sky roof restaurant and lounge, a separate exhibition and hanquet hall increasing the hotel's present capacity from 1,300 to 2,500, and a $500,000 golf center, including an 18-hole par-three course and a 50-station driving range. Construction of the new projects is already underway with the Monorail to be completed first.

Singhiser Names

• *Continued from page 40*

goon Resort, Salt Lake City, vice-chairman.

Nominating—C. K. (Jack) Macdonald, Idlewild Park, Ligonier, Pa. chairman; A. B. Gurtler Jr., Elitch Gardens, Denver, vice-chairman.

Program of Work and Puhlic Relations Committee—Edward L. Schott, Coney Island, Cincinnati, chairman; Edward J. Carroll, Riverside Park, Agawam, Mass., vice-chairman.

Membership — J. W. (Patty) Conklin, Conklin & Garrett, Ltd., Brantford, Ont., chairman; Marvin Staton, Springlake Park, Oklahoma City, vice-chairman.

Banquet and Social—Jack Gurtler, Elitch Gardens, Denver, chairman; Jack Singhiser, Fontaine Ferry Park, Louisville, vice-chairman.

Ladies Social Committee—Mrs. J. P. Singhiser, Fontaine Ferry Park, Louisville, chairman; Mrs. Robert Ott, Dorney Park, Allentown, Pa., vice-chairman.

Gas Firm and C. of C. Honor Eddie Carroll

AGAWAM, Mass. — Eddie Carroll, owner-manager of Riverside Park, has hit a civic "daily double." He has been selected for a "salute" at the annual New Year's Breakfast Club meeting of the Greater Springfield Chamber of Commerce at Hotel Sherton-Kimhall on Wednesday and about 400 are expected at the affair. The award is heing made for his win of the first prize "Don Dazey Award" for program presentation at the recent NAAPPB convention in Chicago.

In October, Carroll was named "Neighbor of the Month" by the house organ of the Springfield Gas Company. Every month the utility company selects a civic leader for the award and title. A special pamphlet is included in the monthly hills of the company, and distribution amounts to over 50,000 mailings to homes and places of business in Western Massachusetts.

Ind. Tax Rate Set for Rides

INDIANAPOLIS—The Indiana State Board of Tax Commissioners has announced the facilities and inventory of amusement parks will be assessed at one-third of cash value for local tax purposes. To affect taxes payahle in 1963, the new formula will be used in the evaluation of sucb property in 1962.

All machinery or equipment used in the operation of amusement parks is subject to the tax.

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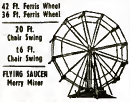

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ROLLER RUMBLINGS

By AL SCHNEIDER

THE NAMES of 25 operators, representing 15 roller rinks, have been added to the membership roster of the Roller Skating Rink Operators' Association of America, it was announced recently at RSROA Detroit headquarters by Charles E. Cahill, secretary-treasurer. The operators and the rinks they represent are Mr. and Mrs. Charles F. Stahl, Pioneer Roller Corral, 5820 Cypress Avenue, Carmichael, Calif.; Bob Fornasier and Markie Marden, Glidrome Roller Rink, 1236 Juarez Street, Napa, Calif.; Mr. and Mrs. Edward J. Knitter, Grand-View Roller Rink, 13015 15th Street, Grandview, Mo.; David and O. B. Guynn, Holiday Skating Rink, 2828 Carson, Fort Worth; Leo A. Gallagher, Roll-A-Rink, 5121 North Armenia Avenue, Tampa; Horace V. Wood, Tiny's Skating Rink, 1325 Jefferson Highway, New Orleans; Fred Rendfrey, Mount Holly Roller Rink, 50 Main Street, Mount Holly, N. J.; Mr. and Mrs. Ronald Ladwig, Crystal Beach Rink, R. R. 2, Beaver Dam, Wis.; Mr. and Mrs. Donald J. Ross, Sandwich Roller Rink, Route 34, Box 64, Sandwich, Ill.; Mr. and Mrs. George Fryer, Roll Arena, Route 5, Rochester, Ind.; Bruce Alshouse, Silver Skate Rink, 22 Seventh Avenue, S.W., North St. Paul; Mr. and Mrs. Anton Krancevich, Aliquippa Roller Rink, 1410 Brodhead Road, Aliquippa, Pa.; Mr. and Mrs. Robert Kennedy, Roll-A-Way Rink, Broadway and McArthur, Shawnee, Okla.; Parkins and Doc Ekstrand, Holiday Roller Rink, 6948 Pine Street, Tulsa, Okla., and Paul L. Aldridge, Wheel Roller Rink, Mohawk Park, Tulsa, Okla.

Constructed in 1903 as a roller rink, the Alhambra, a three-story building on the Howard County courthouse square in Kokomo, Ind., was destroyed by fire December 9. The building, occupied by a large retail furniture store, was leveled after tar applied to the roof ignited. Damage was estimated at $500,000.

Twin City Arena, Elizabeth, N. J., and Hackensack (N. J.) Arena continue a cat-and-dog fight for first-place honors in the America on Wheels inter-rink racing league, Northern Division. The latest standings show Twin City with a total of 128 points and an eight-point lead over Hackensack. Well down in the standings are Boulevard Arena, Bayonne, N. J., 76 points; Mount Vernon (N. Y.) Arena, 76; Florham Park (N. J.) Rink, a non-AOW rink participating in league racing, 64; Levittown (N. Y.) Arena, 24, and Capitol Arena, Trenton, N. J., 14.

Victor Deuback, owner-operator of Cedar Hill Roller Rink, Dallas, has announced completion of a remodeling and enlarging project at the rink. Additions include a new lobby which affords plenty of room for skaters and spectators. Other features are a sales room, workshop, snack bar and skate room. Also added is a party room for private parties on regular session nights.

Carnival Routes

Fitzsimmon, Roy: Roswell, N. M., 2-3.
Merchants' Festival Rides: Nashville, Tenn.
Peter Paul Ams.: *Peter P. Bicio; Sanford, Fla.
Scott, Turner, Rides: (College Park) Orlando, Fla., 2-15.

Ice Shows

Holiday on Ice of 1961: (Veterans' Memorial Aud) Des Moines, Ia., 2; (Civic Center) Lansing, Mich., 4-9; (Gardens) Cincinnati, O., 10-15.
Ice Capades, 20th Edition: (Coliseum) Spokane, Wash., 2; (Ice Arena) Seattle 4-14; (Gardens) Edmonton, Alta., 16-21.
Ice Capades, 21st Edition: (Garden) Boston, Mass., 2-11; (Auditorium) Providence, R. I., 12-22.
Shipstads & Johnson's Ice Follies of 1961: (Arena) Philadelphia, Pa., 2-8; (Garden) New York 10-22.

Legitimate Shows

Music Man: (Aud) San Antonio, Tex., 2-5; (Music Hall) Houston 6-14.

Circus Routes

Sells & Gray: Winter Garden, Fla., 2; New Smyrna Beach 3; Melbourne 4; Vero Beach 5; Fort Pierce 6; Stuart 7; Indiantown 8; Okeechobee 9; Belle Glade 10; Jupiter 11; Boynton Beach 12; Deerfield Beach 13; Fort Lauderdale 14-15; Pompano 16.

Miscellaneous

Kriel's Kats and Klowns: Comanche, Ia., 2-7.

THE FINAL CURTAIN

ANGUS—Robert M., 65, a director of the Golburn Agricultural Society since its start in 1940 and vice-president of the organization for several years, recently in Tisdale, Sask. Survived by his widow, a son, two brothers and a sister.

BARTON—Col. T. H., 79, for many years the president of the Arkansas Livestock Show at Little Rock and a well-known oil millionaire-philanthropist, December 24 en route to an El Dorado hospital after apparently suffering a heart attack. In 1938 he accepted the presidency of the Arkansas Livestock Show and until he surrendered the office in 1959, he had held it every year but one since first accepting it.

CLARK—Hubert L., for the past five years a member of the William T. Collins Shows, recently in Ocala, Fla., of a heart attack. Burial in Ocala.

CONLINN—Gil, 67, secretary-treasurer of the

(Continued on page 46)

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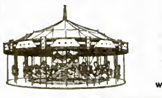

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Tampa Club Treats 1,300 Youngsters

TAMPA—The Greater Tampa Showmen's Association played Santa Claus to almost 1,300 youngsters at its 12th annual Christmas party here during the holidays.

The children ate their way through 3,500 hot dog sandwiches, drank 2,800 soft drinks and devoured 3,200 cups of ice cream and hundreds of cup cakes. Close to 1,200 hats, with each youngster's name embroidered, were also passed out.

Eight major rides were erected for the event and the moppets made like kid's day at a major fair. Numerous free acts were on hand and carloads of gifts, toys and games were passed out to the young guests.

Harry Gaughn, who inaugurated the event a dozen years ago, again headed up the party committee. Assisting him were Earl Maddox and Ernie Wenzik and several hundred members who worked for days in advance of the big day.

San Francisco Club Skeds Banquet-Ball

SAN FRANCISCO—Final plans fo· the annual Show Folks of America banquet and ball to be held Sunday evening (8) at the Sheraton-Palace Hotel here have been made, Alex Freedman, committee chairman, said. Freedman was appointed by SFA President Earl Leonard to handle the details.

The banquet and ball will mark the half-way point of the "Calendar of Events." Starting on Saturday night (7), the past presidents will be honored, with Al Rodin chairman of this party. The Memorial Services will be held at 1 p.m. on Sunday (8) at Showmen's Rest in Olivet Memorial Park.

Officers for 1961 will be installed at Monday (9) ceremonies in the clubrooms.

Hale Signs Neb. Fair

LENOX, Ia. — Hale's Shows of Tomorrow has signed to provide the midway attractions at the Cass County Fair, Weeping Water, Neb., W. T. (Tubby) Hale, manager, announced.

This will make the 14th consecutive year at the fair, one of the larger Nebraska street fairs. Hale reported the show has also recontracted all fairs and celebrations played in 1960.

Hot Springs Fem Club Plays Santa

HOT SPRINGS—The Ladies' Auxiliary of the Hot Springs Showmen's Association held its Christmas party for the patients at the Lakewood Convalescent Home on Sunday (18). This is an annual affair under the supervision of Mrs. Elsie Powell.

Pupils of Miss Rose Marie Stein, dancing teacher, provided the entertainment. Among them were Stormy Gail and Wayne Hazen. Christmas carols were sung, after which the gifts were distributed to the patients. Gifts were also taken to the Home for the colored.

Christmas baskets containing food and toys were delivered to a number ot needy families in Hot Springs by the club members. The men and women work together on this project.

Dinner was served in the clubrooms on Christmas Day for all members and visiting showmen. After dinner, toys were given to all the children present.

Plans for a New Year's party were made by Mrs. Jackie Wilcox and her committee.

Dallas Club Hosts Moppets For Christmas

DALLAS — Over 200 area youngsters had a merry Christmas as the result of the annual party held here Friday (23) by the Lone Star Showmen's Club of Texas.

Held on the fairgrounds there were six rides in operation by Katie Little and associates and a Turn Pike erected by Tom Wells Jr.

Each of the youngsters, gathered by the local Salvation Army, ate their fill of midway food including hot dogs, soft drinks, cotton candy and ice cream.

They were then presented with a stocking filled with fruit, nuts and candy and five big Christmas gifts.

Entertainment was provided by members of the Gil Gray Circus which included elephants, ponies, llamas and clowns. In addition, Officer Friendly, a local TV puppeteer, and Ebo Burke and his trained dogs were on hand.

Additionally, the club, aided by the Salvation Army, distributed 100 bushel baskets of food to needy families.

S & W Pacts Bloomfield, Ia.

HOT SPRINGS—Jay Stanley and Lyle Wells, co-owners of S & W Shows, announced they will provide the midway attractions at the 1961 Davis County Fair, Bloomfield, Ia.

Also set for the '61 route are the Joplin (Mo.) Home Show which is held on the downtown streets. Winter quarters are already open and much work is being done on rides and equipment.

Two new major rides are scheduled for delivery here by mid-April.

THE ABOVE PHOTOGRAPH SHOWS just a portion of the 1,300 children entertained and hosted at the annual Christmas party held by the Greater Tampa Showmen's Association in Tampa. The entire facilities of the clubhouse and grounds were thrown open for the event which included gifts, acts, refreshments, toys and rides on eight major rides erected for the party. Harry (Irish) Gaughn chairmanned the party for the 12th consecutive year.

CARNIVAL CONFAB

William (Bill) Dyer, owner-manager of Dyer's Greater Shows, is recuperating in an Aurora, Ill., hospital, where he's been confined for several weeks. He's scheduled to be released soon and is anxious to get back to his Bald Knob, Ark., home to ready the show for the coming season. . . . F. Percy Morency is back home after a month's confinement in a Dallas hospital for treatment. . . . Mr. and Mrs. H. N. (Doc) Capell held what was practically an open house over the holidays in Coolidge, Ariz. In addition to their three sons and their families, many other relatives came in for Christmas and added up to a total of 56 guests. Sons Bill and Jack left the day after the holiday to pick up a Twister ride in Albuquerque.

Raymond G. Hull of F. H. Bee Shnws, writes from Fort Waltnn, Fla., that he has again booked his rides with the Mobile (Ala.) Knights of Cnlumbus fnr the Mardl Gras doings there February 2-14. . . . William Kaplan, former concessionaire, now a Prichard, Ala., jeweler, reports that the Prichard Jaycees provided the popcorn and candy apple concessions at the Scott Paper Mills emplnyees Christmas eve party. . . . Charles H. Hodges is back playing Mobile shnpping centers after Christmas dates in Ozark, Ala., and Biloxi and Gulfport, Miss. Hodges will also have rides and concessinns at the Mobile Mardi Gras.

J. George Loos is recovering from an arthritis attack at his Laredo, Tex., home. He'll again have the midway attractions at thn George Washington Birthday Celebration in Laredo, February 18-March 5. . . . Fred Baake, concession agent and pitchman, escaped serious injury recently when his car was badly damaged in a five-car crash in St. Louis. . . . Eye doctors now have hopes of saving partial vision in Mrs. Walter B. Fox' right eye. Her left eye is okay. Visitors at the Fox apartment in Mobile during the holidays included Al Kunz, Charlie Crichton, Earl Backer, Steve Crutchfield, Mrs. J. J. Pedneau, Charles H. Hodges, Harry Allen, Mrs. Jack Jones and J. N. Beard.

Allen Callaway

★ ★ ★

Notes from the Mississippi Gulf Coast: Wintering in the Gautier area are the Del Mans, the S. Kradens, the D. Curtises, the Abe Franks, the Stonemans and the Evans and Little families. Paul Miller played Keesler Air Force Base, Biloxi, with his wild animal circus recently to fair business. Charley Hodges is playing shopping centers with rides, as are the Blue Grass Shows. Edward (Big Teddy) Field, former boss canvasman and show owner, has left the road to set up the Gulf Canvas Repair Service in Gautier. Eddie Davis' park in Biloxi has added a new marquee. Davis is busy preparing his rides for next season.

Rio Grande Valley news by James Chapman: There are four carnivals in the valley, the new show owned by Sullivan and Chamberlain and the Santa Fe, Roy Harvey and Fiesta shows. . . . Bobby and Bernice Briggs spent Christmas with the former's mother in Oklahoma. . . . Clarence Hagensack closed with Fiesta to spend the holidays with friends in Arkansas. . . . Mr. and Mrs. Frank Culver, Frank Jr. and Ginger Patterson are back from Acupulco, Mexico, after attending the wedding there of the Culvers' son, Skippy. . . . The Pat Pattersons are bcak from a Las Vegas vacation and have re-entered the fireworks business. . . . Mr. and Mrs. Ralph Miller were recent visitors on the Fiesta Shows. . . . Mr. and Mrs. Ted Wilson have joined Fiesta with their concession. . . . The Al Mosers report okay business with their candy apples in Harlingen. . . . Dick Proctor has joined the Fiesta Shows' staff. . . . Sandy Lee has been hosting lots of visitors in his trailer, parked at the R & R Club, La Feria.

A & J Shows had a good week recently on the Cannon Street YMCA lot in Charleston, S. C. Line-up included Ferris Wheel, Octopus, Scrambler, Roundup, Rolloplane, ponies, three kid rides, Side Show and 18 concessions. Jerry Lipko handled the office while his partner, Austin Dentinger, left for Philadelphia to open a nitery, the Subermarine, at 11th and Pine streets. Frank Harrison had his wheel with the show in Charleston. The show will remain out all winter.

Bob Gardner writes from El Paso that Mrs. Ted Vega, daughter of William Bejaiano, Eastern concessionaire, recently threw a tamale party for friends to celebrate her acquisition of a driver's license. . . . Al White, promoter, has been in Veterans' Hospital, Louisville, for several weeks following surgery.

Amnng guests attending a recent surprise birthday party for Col. Lew Alters at his home in Reading, Pa., were Mr. and Mrs. Edward Dalton, Mr. and Mrs. Lew Alters Jr., Sandy Alters, Susan Alters, Mrs. Stella Hess, Shirley Hess, Mr. and Mrs. Cliff Standuzox, Earl Shay, Red Dougherty, D. Hill, Tex Riley, Mr. and Mrs. Tony Spatoro, Mrs. Dotty Lachen, Carmen Del Rio, Mary Goldberg and Abe Kohn. . . . Willis M. Johnson advises that he expects to be back next year with O. C. Buck Shows as billposter.

Al Schneider

DETROIT — The Michigan Showmen's Association will present gold life membership cards to two members who have beaded up the annual Christmas Party for underprivileged children — Sam (Pork Chops) Ginsburg and Charles Sherman, both veteran concessionaires. The presentation will be made at the annual meeting on January 9, together with the formal installation of the newly elected officers.

MIAMI CLUB ELECTS NEW 1961 SLATE

MIAMI—The slate of 1961 officers, headed by Bernard (Bucky) Allen, World of Mirth Shows' concession manager, as president, was elected at the Miami Showmen's Association meeting on Monday (19). They will take office after the annual banquet and ball. The social affair is Monday, January 9, and installations will be held in the clubrooms the following night.

All incoming officers were present as Marty Weiss, executive secretary, cast a single ballot symbolic of a unanimous vote. Harry (Buster) Westbrook, incumbent president, was honored at a party Tuesday (20). Allen's fellow officers are vice-presidents Max Sharp, Newell Taylor and Harry Schreiber; Phil Cook, secretary; Dave E. Fineman, assistant secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer. The directors' list was published November 28.

433 Attend Ontario SLA Banquet-Ball

TORONTO—A re-check of figures showed that there was an official attendance of 433 at the annual banquet and ball of the Ontario Chapter of the Showmen's League of America, officials disclosed.

Representatives of federal, Provincial and local governments were present. Dancing lasted from 11:30 p.m. to 3 a.m. the following morning.

Four members were awarded gold life membership cards for bringing in 50 members, Harry Shore, Jim Conklin, Ozzie Somerville and Kin Rifkin.

A number of shows and organizations were cited for help in raising a total of $5,057 at jamborees and other activities. Included were World's Finest Shows, $1,448; King Shows, $1,000; Conklin Shows, $1,119; Olson Shows, $1,000; Royal American Shows, $500; Allied Toys & Enterprises, radio-phono-television set valued at $800; Ganz Bros., $500; Bazaar & Novelty, $500.

3 New Fairs Among 20 for Portemonts

GANTT, Ala.—Route for Johnny's United Shows now shapes up with exactly 20 fairs, it is reported, and three of them are new. Reported signed by the Portemont family are Paducah, Ky., Carmi, Ill. and Lebanon, Tenn.

Fair opener is June 26 and the fina' date is November 11. Along the route this year will be three substantial street celebrations and the show's annual July Fourth date in Brazil, Ind. Most engagements are repeats from the 1960 route. Two Air Force installations will be played on the way Northward.

Johnny's United will be represented at the fair meetings in Springfield, Ill.; Indianapolis; Atlanta; Nashville, and Montgomery, Ala. A 10-ride unit under direction of Ted Woodward will operate at the Mardi Gras in Mobile, Ala., starting February 2.

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San Antonio Cele Expects 27G Revenue

SAN ANTONIO — The Fiesta San Jacinto Association will receive the largest share of the $27,000 anticipated in revenue from the carnival and concession rights, the Fiesta San Antonio Commission has announced.

The association, which had requested $23,292, will get $10,200 —or 37.8 per cent of the total income—Tom I.. Powell, commission president, said.

The Battle of Flowers Association will receive $9,000 for its parade, and the Daughters of the Republic of Texas will receive $277 19 for the Pilgrimage to the Alamo.

The board of directors alloted $6,802 for general over-all Fiesta expenses, including street decorations, good will float, advertising, insurance, salaries and administrative expenses.

A fund of $200 was set up for street dancing, to be under new sponsorship next year. The association formerly sponsored street dancing. Sponsorship for this spring has not heen decided.

A reserve fund of $519.81 was also established.

Liberty, Tex., Fair Elects

LIBERTY, Tex.—Trinity Valley Exposition, serving Liberty and Chambers counties, set its dates next year for October 11-14, appointed Irvin Mizell of Liberty as carnival chairman and elected various officers, hut postponed selection of a new two-year-term president until the January directors meeting. Outgoing president is G. C (Bud) Chamhliss Jr. of Anahuae. Manager is Steve Davis of Liberty, who has one more year on his two-year term.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES — Hunter G. Farmer was named installing officer with the secretary casting the one vote to elect them without opposition at the regular meeting Tuesday (27). The installation ceremonies will be held in the clubrooms Tuesday (3) at 8 p.m.

The meeting was conducted by Steve Vaughn, president. On the rostrum were J. B. (Red) Dauer first vice-president and president-elect; Sam Dolman, second vice-president and first vice-president-elect; Harry Phillips, treasurer, who succeeds himself in 1961, and H. D. (Bob) Matthews, secretary for six terms.

Dolman reported Boh Clark and Dave Demick patients in the General Hospital. Kenneth Payne, Earl Stolz, and C. E. (Candy) Moore are recovering from recent illnesses.

The Christmas day dinner was reported as successful with 160 in attendance.

President Vaughn called upon the following members: Wally O'Connor, Paul Trent, George Brecht, Dan Fugazy, and Frank Kirsch of Seattle.

Show Folks of America

SAN FRANCISCO—The regular meeting was called to order by President Earl Leonard. Attending officers included Treasurer Charlotte Porter, Financial Secretary Oscar Mattley, Corresponding Secretary Lola Cox and Recording Secretary Bonnie Townsend.

Arrangements were announced for the Christmas Day dinner. Earl Leonard, who has been chairman of this event for several years, again headed the committee.

Special honor was bestowed on Mike Krekos with unanimous approval of the membership. He was made president emeritus, the only member ever to be so recognized.

The hanquet and hall is to be held January 8 at the Sheraton Palace Hotel. Alex Freedman is chairman.

Members mourned the passing of Ernest J. Brockway who was buried in Show Folks Rest.

Heart of America Showmen's Club

KANSAS CITY, Mo.—The regular weekly meeting drew a large attendance and the banquet and ball committee reported that all was in readiness for the annual event. The floorshow was to be furnished by the Myldred Lyons Dance Studio and the Milo Finley Ensemble the music.

Memorial services were held at the clubrooms on Sunday (18) and a number of the members journeyed to Memorial Park Cemetery.

On Friday (23) the 1961 officers were installed. President-elect Russell L. Beamer has named his committees for the year and all are looking forward to a big increase in membership in 1961.

Theme Unit Hit by Fire In Florida

ST. AUGUSTINE, Fla. — Fire cased damage of several thousand dollars to the main building at Casoer's Alligator Farm Wednesday (22). The tourist attraction is located on U. S. Highway 1 about four miles north of this city.

Destroyed portion of the property housed the gift shop, a fruit stand, living quarters and considerable merchandise. Animals and reptiles on the premises were unharmed.

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THE FINAL CURTAIN

• *Continued from page 44*

Circus Fans' Association, at Hartford, Conn., Saturday, December 24 He had been an officer of the CFA for many years and was national president in 1956. He was assistant superintendent of the Medical Building in Hartford, and he was very active in Masonic activities. In World War I he was in the Naval Air Corps. Survivors include his widow, Eva, who was CFA treasurer when he was president, and a daughter, Mrs. Barbara Boske. Services were conducted on Tuesday, December 27.

HOUSER—Pearly,
85, veteran canvasman with many circuses, at Waverly, O., November 30. (Details elsewhere in this section.)

HYATT—Chauncey,
70, founder of the Halogen Supply Company, dealing in beach and pool supplies, at Bensonville, Ill., Saturday, December 24. For many years he was active in the beach and pool activities of the NAAPPB. Prior to founding Halogen in 1939 he was a sanitary engineer with the Illinois health department for 10 years. Survivors include his widow, Lucille, and a daughter, Mrs. Lloyd Hubbard, whose husband continues the Halogen firm. Services were conducted at Bensonville and hurial was at Walden, Wis.

JORDAN—Vivian Mural,
54, member of the DeLong circus family, at Sarasota, Fla., Memorial Hospital, December 18 of heart disease. She and her husband had worked as Johnny Jordan and Company and with the Eight Jordans, teeterboard. Her sons perform as the Jordan Brothers and as memhers of the Wallenda unit. Other survivors include her husband and a daughter.

KAPLAN—Max (Mulligan),
72, concessionaire, in a Santa Monica, Calif., hospital following a brief illness. Funeral services conducted by the Pacific Coast Showmen's Association with hurial in the Los Angeles Showmen's Rest Friday (30).

MILLER—Andrew,
88, one of the originators of the Calgary (Alta.) Exposition and Stampede, recently in a Toronto hospital. A former newspaperman, he was industrial commissioner of Calgary from 1910 to 1915. Survivors include his widow, Rosalie, and two sons.

OTIS—Si,
65, rodeo and circus performer with his trick mule, Abner, recently in Glendale, Calif., following an extended illness. Born in Dale, Wis., he had been a California resident for a number of years. He retired as a performer a few years ago and, prior to his illness, managed Mother Goose displays of barnyard animals at fairs and expositions. Survived by his widow and daughter. Graveside services at Pacific Coast Showmen's Rest, Los Angeles, Thursday (29).

PARKER—John M.,
78, former president of the Kelliher (Sask.) Agricultural Society, December 20 in Watford, Ont. Survived by his widow.

SCHOETKE—Mrs. Lena,
mother of Mrs. Lowell Kriel, of the Kriel family of circus acts, and grandmother of Richard Kriel, Mrs. L. S. Spaeth and Mrs. Phil DiGauano, December 22 in DeWitt, Ia.

STIBAL—Ernest,
son-in-law of Jay E. Gould, operator of the Jay Gould Circus, December 23 of a heart attack in a Glencoe, Minn., hospital. He played drums in the Gould circus hand, and his wife, Gloria, played calliope. Surviving besides the widow are a son, Peter, and a daughter, Mrs. Leo Alhrecht. Services December 26 in Saint Peter and Paul Catholic Church, Glencoe, with hurial in St. Joseph Catholic Cemetery, Silver Lake, Minn.

WHITMAN—Henry,
75, former traveling show porter and valet, Decemher 18 at his home in Nohlesville, Ind. At one time he was porter with the J. A. Coburn Minstrels and also had served as valet for the late Frank Tinney, musical comedy star. He had also toured with the Hagenbeck-Wallace Circus. His last connection was with the Rosalie Nash Players, dramatic stock company. Services December 21, and burial in Riverside Cemetery, Nohlesville.

BIRTHS

TEACH—
A son. James Willard, November 23 to Mr. and Mrs. James Teach in Richland Center, Wis. Father is the son of Mr. and Mrs. Don Teach, operators of the Emshoff Shows.

PCSA Goes Native At 'Huluau' Party With 300 Relaxing

LOS ANGELES—Clubrooms of the Pacific Coast Showmen's Association took on a South Pacific setting for the first "Huluau" which was attended by nearly 300 members and guests here Saturday night (10).

In the decor of Hawaiian huts and Tiki gods the group feasted on Polynesian food specially prepared hy the Ladies Auxiliary with Ruth Davis as chairman. Serving on her committee were Margaret Farmer, Elsie Kennedy, May Snobar, Helen Vaughn, Edna Dauer, Lucille Dolman, Peggy Forstall, Sally Short, Berta Harris, Betty Kent, Peggy Steinberg, Mickey Wexler, Clara Anderson, Emily Friedenheim, Gloria Snobar, Mary Taylor, Leona Cook, Ethel George, Fay Prosser, Emilie Bailey, and Pauline Lang.

The festivities were highlighted by the awarding of the Cadillac to Charles Crouse, a member of the West Coast Shows.

Jack Kent emseed the event with J. B. Dauer, Eldon Short, Eddie Harris, and Joe Steinberg helping with the food and beverage servings.

B. C. Fair Seeks Okay On Dog Races

CLOVERDALE, B. C. — The Lower Fraser Valley Exhibition Association will ask the federal government to lift its ban on dog racing. Racing is planned for the Cloverdale fall fair next year if the han is raised.

B. C. Fairs Association will make a similar request to Ottawa because of the need to boost fall fair revenues throughout British Columbia.

Jim Sullivan, secretary of the Lower Fraser Valley Association, said he could see no reason why dog racing was forbidden here. He said the United States had permitted the sport for the last 80 years.

LETTER LIST

Letters and packages addressed to person. in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK To he listed in following week's issue, mail must reach Cincinnati office by Tuesday morning.

TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard are now consolidated in the Cincinnati office.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service
The Billboard Publishing Co.
2160 Patterson Street
Cincinnati 22, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

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Bell, Bonnie
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Black, Jack
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Brownfield, Charles E. & Mrs.
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Brunk, Henry L.
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Burkhart, Carl
Burn, Charles
Burgess, Lloyd & Mrs.
Burns, Richard
Butts, James Lowell
Bybee, James H.
Carlisle George
Carpenter, Charlie & Hannah
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Carter, T J
Cash, Senor Jody
Caudill, Johnny
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Chase, Doc
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Clark, Louden
Clifford, Howard J.
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Cooper, Jack & Nabe
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Cox, Francis X.
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Crawford, John A.
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Dawee, Robert J.
Day, Andy
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Dennis, Harry & Mrs.
Dent, Charles Roger
Deutsch, George P.
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Diavolo, Dare Devil
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Dixon, John (Dixie)
Doeen, Mrs. Kitty
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Driggers, W. W.
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Duffy, John
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Duval, Joseph
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Eddington, Cecil & Mrs.
Edlin, Ted & Mrs.
Elly, Helen
Ely, C. J. & Mrs.
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Erwin, Lee D.
Evens, Mery Lee
Evans, Archie
Evens, Thomas & Mrs.
Ewell, Peggy
Farmer, Jimmy
Farrell, Hugh & Mrs.
Fay, Jimmy
Fetters, Robert D. (Wendell Chapman)
Fineman, Dave
Fitzsimmons Show
Fleming, Tom
Fletcher Lennie
Fondenberger, Charles Lee
Forrester, Blackie
Forsythe, Fred
Fox, C.
Fraker, Chas. & Mrs.
Farquharson, Mrs. Mary Louise
Gahls, Joseph
Garfield, Lerry
Gattis, Jimmie
Geigar, Rose
Gephart, James
Gerdt, Fred
Gervasi, Roy & Rosita
Gerlich, Jacky
Glass, Bennie
Goff, Floyd R.
Goodman, Geo. & Mrs.
Gorea, Johnny & Mrs.
Gory, Johnny L. & Mrs.
Grabs, Laule
Graham & Orlando
Green J O
Griffin s. Mary
Griffin, Robert Gerald
Grigsby, Ray
Grossman, Marie
Guptil, Ralph
Gutis Troupe
Heckett, Eddie
Hagen, Benny
Hager, Dorothea (Rosenzsweig)
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Hall, L. D. (Doc)
Hall, Maude M.
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Herr, George & Mrs.
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Hein, H.
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Hensley, Archie
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Hill, O. H.
Hilliard, Don
Hinds, Kenny
Hines or Himee, Mrs. Vera
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Hodges, Joy
Hodgson, G. D.
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Holland, Torchy
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Jackson, Gypsy Red
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Powers, Robart
Price, Art
Price, Mrs. Lita
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Pugh, Carl
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Rawlings, Pete
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Reed, Walter
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Ronay, Kenath
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Roy (Ray?) Rita
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Scott, Harold
Scott, Ann & Tommy
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Seifers, Fred
Seltzer, Mrs. Loretta
Shaffer, James Earl
Shahan, Robert J.
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Shinners, John
Shipley, Leonard & Mrs.
Shores, E. R.
Shufelt, Fred

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Simons, Minnie
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Smith, Gay Gane
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Smith, Russell
Snell, Jim
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Stardine, Mrs. Tincle
Stark, Mebia
Starr Bella
Starr, Hedy Ja
Stein, Jack & Mrs.
Steinhert, Barney
Stevens, Emmit
Stevens, Joe
Stoltman, Earl
Stratton, Ralland A.
Stutz, Jack & Helen
Sudan
Sullivan, Ed
Swan, Jack
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Switleshnew Esq., William
Switly, William
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Taylor, Altan
Taylar Connie
Taylor, Jacob
Thames, Clarence
Thent, Bernie
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Thomas, Lee
Thomae, Nick
Thomas, Roy & Joy
Thompson, Hope
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Tripler, F. R.
Troutman, Ross
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Wagoner, Herry
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Walls, Thomas F.
Walsh, Raymond
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Weters, Mrs. Jeannett
Weaver, Ray L.
Webb, Mery
Webb, William & Mrs.
Wellander, Mr. & Mrs.
Weinberg, David (Marvel)
Welch, John
Welch, P. J. or J. Whalen
Wells, Elisha J.
Wendt, Gabby & Mrs.
West, George
West, Homar A. (Jack)
Western, J. W.
Whlopla, Chester
White, Stanley
Wilburn, D. H. & Mrs.
Wilburn, Houston & Mrs.
Wiles, Dave & Mrs.
Wilcox Wesley
Williams, Jack
Wilson, G. E. & Mrs.
Wilson Jr., Robert John
Winters, Calara
Winters, James Allen
Woode, Rosalea
Wray, Bob & Batty
Wray, Jimmy
Wright, Jimmie & Mrs.
Wright, Joe & Mrs.
Yeseer, Eddie
Yeagar, Jack
Young, Cary
Young Roger
Zeidenstein, Bernard

Hot Springs Club Installs Carlo Rocco

HOT SPRINGS—Carlo Rocco was installed as president of the Hot Springs Showmen's Association at the regular club meeting here. He succeeds L. C. Reynolds in the top position.

Also taking office were Louis (Stretch) Rice, Jack Ogle and Joe Murphy, first, second and third vice-presidents respectively. Named to the board of trustees were Lee Moss, Benny Hazen and Harry Hennies. Moss was also installed as treasurer and Clint W. Shuford as secretary.

Harry Hennies served as installing officer.

COMING EVENTS

Alabama

Birmingham—Birmingham Auto Show (Municipal Aud), Jan. 26-29.

California

Fresno—Fresno Boat & Vacation Show (Fairgrounds), Jan. 10-15. Bob Klemm. 3198 W. Madison.

Los Angeles—General Motors Motorama (Pan Pacific Aud), Jan. 29-Feb. 5.

Los Angeles—Southern Calif. Boat Show (Great Western Exhibit Center), Jan 20-28. Jack Lockwood.

Oakland—Better Living Expo (Auditorium), Feb 1-5. Patrick J. O'Toole.

San Diego—San Diego Marine Exposition (Westgate Park), Feb. 18-26. San Diego Marine Assn.

San Francisco—General Motors Motorama (Civic Aud), Jan. 7-18.

San Francisco — San Francisco National Sports & Boat Show (Cow Palace), Feb 2-12 Thomas Rooney.

San Jose—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 6-8 Bob Berkhimer, 2032 N. Pacific Ave., Santa Cruz.

San Jose—Santa Clara County Home Show (Fairgrounds), March 24-29. Bill Bien, 210 South First Street.

Connecticut

Hartford — National Autorama (State Armory), Feb 22-26. Joe Kizis, Autorama Corp., 2 Meadow Park Drive, Milford.

Florida

Kissimmee — Kissimmee Valley Livestock Show, Feb. 22-26. James B. Smith, P. O Box 192

Madison—North Fla. Livestock Show & Sale, Feb 27-28. O. R Hemrick Jr.

Miami—Intl Foreign & Sports Car Show (Dinner Key Aud), Feb. 2-8.

Miami—International Boat Show (Dinner Key Aud), Feb. 17-22. Peggy Leshon.

Georgia

Atlanta—Southeast Boat, Sports & Vacation Show (Municipal Aud), Feb. 24-March 5 Martin P. Kelly.

Illinois

Chicago—Chicago Auto (Chi Expo Center), Feb 18-26

Chicago—Hobby Industry Trade Show (Hotel Morrison), Feb. 12-16. William L MacMilland Jr.

Chicago—International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22 Frank Hogan

Indiana

Indianapolis — Food-A-Rama Exposition, March 26-April 2, 1961. Phil A. Irwin Jr., 430 W 13th St.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum Bldg.), Feb. 7-12. R. O. Langenwalter.

Kentucky

Louisville—Kentucky Sports, Boat & Vacation Show (Ky. Fair & Expo Center), Feb 16-20 William H. King.

Louisiana

Cameron—Louisiana Fur & Wildlife Festival, Jan 12-14. Jerry Wise, Box 125

Franklin—St Mary Parish Fair & Livestock Show, Feb. 16. P. A. Swann Jr., P O Box 223.

Lake Charles—Southwest Dist. Livestock Show & Rodeo, Feb. 23-27. John E Jackson, Box 1414.

Massachusetts

Boston—New England Boat Show (Commonwealth Armory), Feb. 17-25. Frank Farrell.

Michigan

Bay City—Bay City Poultry Show, Jan. 12-14. Ben W Mau, 2008 Second St.

Bay City—Bay City Pigeon Show, Jan. 20-22. Robert Riegel, 901 B Arbor.

Detroit — Detroit Boat Show (Artillery Armory), Feb. 11-19.

East Lansing—Michigan Swine Breeders Show (Mich. State University), Feb. 15. E O. Miller, 203 Ag Hall, MSU.

Grand Rapids—West Mich. Sports & Boat Show (Civic Aud), Feb. 20-25. Jack Loske.

(Continued on page 48)

ATTENTION
Grind Store Agents—Crossroaders People with class

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A first-time offer to beauty salons. Exclusive territory to those who qualify.

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(Phone: MA 6-0412)

ERROR IN AD

Of Monarch Exposition Shows Surplus Equipment Ad, Dec. 19 issue.

1956 Sportsman House Trailer, 33 ft., 2 bedrooms, erroneously quoted at $200.00. CORRECT PRICE SHOULD HAVE BEEN $2,000.00.

JACK LINDLE, Owner-Mgr.
1417 Well St. Beardstown, Ill.

DROME RIDERS

Want only experienced, dependable, sober Riders. Am also interested in female Riders. Have many dates booked for 1961 beginning late January. Contact

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SHOWS: Any good Grind or Bally Shows new to Florida with own equipment. No Geek or Sex. Those who have made previous commitments with our office, please confirm amount of space required.

HELP: Foremen and Second Men for 24 office-owned rides, Foreman for 12-car Dodgem and 18-car Caterpillar. Also Foremen and Second Men for all other major and kiddie rides. All must be licensed Semi Drivers. All Ride Men report to Largo, Fla., Fairgrounds Winter Quarters not later than Thursday, January 19. Also can place Man for Towers and Sperry Searchlight.

All inquiries, wire or phone C. C. GROSCURTH, GEN. MGR., 7 Treasure Drive, Tampa, Fla., or phone REdwood 7-3867, or phone J. T. "WHITEY" RICHARDS, SECY. Phone: Tampa 621842 or call in person at our Show Office on Fairgrounds at Winter Quarters, Largo, Fla.

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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

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To facilitate counting or wrapping of small change. Stores, churches, schools, venders can use the item. One Coinwrap will count and stack rolls of 50 cents in pennies, $2 in nickels or $5 in dimes. Retails for $1: two for $1.50.—Sterling House, P. O. Box 626, Dania, Fla.

BABY FEEDERS

Thermos baby feeders. One shown comes with music and retails at $3.95. Models without musc at $2.95. Third model has cry of a baby kitten. Detachable nipples for easy cleaning, keep milk at feeding temperature for many hours.—International Bargain Center, P. O. Box 93, Rockford, Ill.

TINTER

For tinting window glass and skylights. Is made of liquid plastic with flow-on applicators. Said to cut costs by two-thirds. Nine transparent and three frosted tints available, each with a different combination of heat-glare-fade resistance. — Acorn Glass Tint, 1123 West Century Boulevard, Los Angeles 5.

TRAY TABLE

Combinaton table and planter. Made of brass-plated wire, the table comes complete with wood grain inset and plastic plant pot. Inset is stain and burn resistant; cleans with a wipe. Tray table stands 21½ inches high. Retails for $5.98.—Artistic Wire Products Company, Taftville, Conn.

CLOWN DOLLS

Clown doll has suction cups at feet which enables it to adhere to any smooth surface. Arms and legs are flexible, hands and head are of soft vinyl. Eleven inches high. Six assorted styles and colors.—Enco, Inc., 242 Fourth Avenue, New York 3.

PITCH ITEM

Kopeefun is cartoon magic. Rub magic paper with magic stick to make thousands of cartoons. Complete kit retails at 49 cents. Refills 25 cents.—Embree Manufacturing Company, 10 West Mravlag Place, Elizabeth, N. J.

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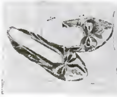
Cigarette that has the longest filter. Has three-quarters of an inch of tobacco, the rest of the cigarette is filter. Contains a hint of vermouth for a not-too-dry cigarette. Packaged in white, gold and aqua soft pack. Retails $1.50.—Poynter Products, 7 Arcadia Place, Cincinnati 8.

SLIPPERS



Folding toe slip-ons with leather sole and gold bow and trim. Individually packed for self-selection selling. Come in a reusable vinyl carrying case with snap button. Packs in 12-dozen carton, assorted colors, assorted styles. — Self-Serve Promotions, 350 Fifth Avenue, New York 1

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Coming Events

• Continued from page 47

Minnesota

Minneapolis—Upper Midwest Auto Show (Aud), Jan. 6-15. Max Winter.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Municipal Aud), Jan. 27-Feb. 5.

St. Louis—St Louis Boat, Sports & Vacation Show (Arena), Feb. 17-26 Wendell Emrick

Nebraska

Omaha—Omaha Boat, Sports & Travel Show (Municipal Aud), Feb 21-26. P. W Oesque

New Jersey

Asbury Park — Jersey Coast Boat Show (Convention Hall), Feb. 18-26 Jerry Gasque

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb 18-26 Kearn E McGroder.

Hempstead — Marine Recreation Show (Island Garden), Feb 4-18. Russ Crandall.

New York—National Outdoor Expo. (Coliseum), Feb 18-26 Sidney Penser and Jim Hurley

Rochester—Rochester Auto Show (War Memorial Aud), Jan. 28-Feb 4.

Syracuse—Syracuse Auto Show (War Memorial Aud), Jan. 14-21.

North Carolina

Charlotte — Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum) Feb. 21-26 H. F. Van Horn.

Ohio

Cleveland—Mid-America Boat Show (Public Hall) Jan 21-29 Irving Gray.

Columbus — Columbus Dispatch-Star Boat Show (Veterans Memorial Bldg.), Feb. 22-27 Thomas F Shull

Toledo—Toledo Home & Travel Show (Civic Aud), Feb 4-12 Mill H. Tarloff, 443 Spitzer Bldg

Oklahoma

Oklahoma City—Midwest Boat, Sport & Travel Show (Fairgrounds), Feb. 5-12. Jack Wright, 8718 N.W. 47th St.

Oregon

Portland—Portland Boat & Sports Show (Pacific Intl. Expo. Bldg.), Feb. 11-19. Jack Matlack

Portland—Portland Boat, Travel & Sports Show (Memorial Coliseum), Feb. 17-26. Tom O'Loughlin

Pennsylvania

Allentown—Allentown Fair, Sports, Boat & Vacation Show (Fairgrounds), Feb. 17-26 Wendell Emrick

Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), Feb 5-11 John Altland

Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb 24-March 4 Clinton W Smullen.

Pittsburgh—Pittsburgh Sports, Boat, Travel & Vacation Show (Hunt Armory), Jan 14-22 Paul M. Waters.

Rhode Island

Providence—Rhode Island Farm & Garden Show (Armory), April 6-8. Rhodes Exposition Co., Inc., 208 Crown Hotel.

Providence—Rhode Island Home Progress & Furniture Show (Armory), Feb. 22-26. Rhodes Exposition Co., Inc., 208 Crown Hotel.

Providence — Rhode Island Sportsmen's Show (Armory), April 13-16. Rhodes Exposition Co., Inc., 208 Crown Hotel.

Texas

Donna—South Texas Lamb & Sheep Expo., Jan. 16-21 James McQueen, 421 N. 11th St.

Fort Worth—Southwestern Expo. & Fat Stock Show, Jan 27-Feb. 5 Raymond E. Buck P O Box 150.

Houston—Houston Fat Stock Show & Rodeo, Feb 22-March 5. Herman Engel, 2038 Tennessee Bldg.

Laredo—Washington Birthday Celebration, Feb. 18-March 5

San Antonio—San Antonio Stock Show & Rodeo, Feb 10-18 A S Johnson, P. O Box 1746

Virginia

Richmond—WLEE Home Show (Arena), Jan 25-28

Washington

Aberdeen—Better-Living Exposition, Feb. 27-March 2 Patrick J O'Toole, Winthrop Hotel Tacoma.

Tacoma—Better-Living Exposition, March 14-19. Patrick J O'Toole, Winthrop Hotel.

Seattle — Seattle Boat, Trailer & Sports Show (Natl. Guard Armory), Feb. 4-12. Tom O'Loughlin

Spokane—Spokane Boat Show (Interestate Fairgrounds), Feb 5-12. Wally C. Vawter.

CANADA

Ontario

Toronto—Canadian Boat Show (Automotive Bldg., Exhn Park), Feb 3-11 Loyal M Kelly.

GIGANTIC PROFITS
New tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliancy! In Natural Gold Color—or White!
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YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 12½c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits. Catalog free. Nathan Portnoy Associates, 2109-AF Roosevelt Road, Chicago 8, Ill. ch-up

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LEOPARD CUBS, 3 MONTHS, TAME, $350; Hyena Cubs, $250 up; Java Mynahs beginning to talk, $75. Biddle, 328 Manheim, Philadelphia, Pa.

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E2—Stone & Pearl E/rgs, asst. Gr.	21.00
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Complete Tent Rinks and Floors only for Indoor use, any size.
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Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Kriepy Korn, 120 S. Halsted, Chicago, Ill. mh5

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NEW 148-PAGE ILLUSTRATED CATALOG Mindreading Mentalism, Spooks, Hypnotism, Horoscopes, Crystals Graphology, Sub Miniature Radiophone for mentalists. Catalog $1, with refundable certificate Nelson's, 336 B South High, Columbus, Ohio. fe20

Miscellaneous

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GUARANTEED GENUINE "SMALL DATE" 1960D Pennies. Only 25c each, plus 4c stamp. Wilbur Kersey, 1708 Rayburn Ave., Columbia Tenn.

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WESTERN ELECTRIC ORIGINAL NICKELodeon. Just been completely overhauled, in A-1 condition. Mandolin attachment, 4 rolls of music with 10 pieces per roll. Ideal for antique or museum. $1,000 F.O.B. Lenox, Iowa. Hale's Shows of Tomorrow, Lenox, Iowa.

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- ☐ Business Opportunities
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- ☐ Collectors Items
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- ☐ Instructions and Schools
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RATE: 10c a word, minimum $2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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CAT'S EYE RINGS

"THEY STARE RIGHT THROUGH YOU"

Watch your machines empty faster than ever with these beauties in 'em. All kids will want to wear these attractive rings.

- *Brilliantly vacuum plated*
- *Faceted or jeweled eyes*
- *Labels available*

$9.50 per M (faceted eyes)
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Order from your distributor or:

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55 Leonard St., N.Y. 13, N.Y. CortIandt 7-5147-8

TALK-TALK TEETH
Gets a Laugh Everytime

OPEN
1-4 m .... $15.00 per thous.
5 m and up .... 13.75 per thous.

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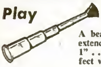

A beautiful ivory miniature, extends to 2¼", collapses to 1" . . . scotch taped for perfect vending.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send $2.50 and receive 100 quality filled capsules. Contains our complete line.

Ask About Our ATLAS Finance Plan

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . The proved 1c-5c Vendor

Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c - 5c coin mechanism, and optional slip clutch handle.

WE HAVE
Oak's
HOBBY CARD VENDOR

This new and improved 5c vendor has an exclusive mechanism that makes this machine a bulk vendor . . . vending 6 cards in bulk at one time. Eliminates wrapping or handling. Gross receipts on each fill is $36.65. Made of drawn steel in a one-piece case, the machine measures 28" high by 14" wide and 7" deep. Machine lists at $42.50 F.O.B. Factory. Brackets and flangs for attaching machine to stands are available for $4.

Below are listed factory authorized dealers.

AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts

BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
#6 Bayview Avenue
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
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Atlanta 7, Georgia

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LOGAN DISTRIBUTING CO.
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Chicago 22, Illinois

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St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
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OAK SALES OF FLORIDA
1121 — 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

BAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SIEGEL DISTR. CO. LTD.
753 Chatham St.
Montreal, Quebec, Canada

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N.C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO
6327 Calhoun Road
Houston 21, Texas

OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. DECEMBER 31, 1960

ROUTE MANAGEMENT

Detroit Operator Outlines Formula For Successful Bulk Vending Route

By HAL REVES

DETROIT — Taxes and rising costs are the most important problems faced by bulk vending operators, but there is not too much the individual can do about either —so the practical operator concentrates upon analyzing and finding solutions for lesser but bothersome problems encountered in his route operation.

That is the philosophy of Michael Garden, a veteran operator in Detroit since 1926.

Garden was a part-time operator most of his business career. He worked at the Packard Motor plant for 33 years, until that company discontinued Detroit operations about five years ago, and now at 60, he is operating virtually full-time.

It has been a one-man business, like most bulk vending routes, so he is close to his problems.

He operates about 250 machines in about 100 locations, widely scattered. That wide geographic spread in an area about 25 miles across the city is a bit of a problem, but, he says, "I'd rather have them scattered—because the locations are good. Most places I have had for years—and they, in turn, refer me to others. This means a far-spread operation."

The wide spread results partly from Garden's own moves across town over the years and is an historic accident. Actually, he recommends, "the closer together your locations are, the less traveling time is required." But with good planning, he finds that he averages about 25 miles of driving daily.

The solution to a scattered route, he has found, is to solicit locations to fill in the route—to have a number of stops in the same area.

Multiple Machines

Small multiple locations offer better profits than single machines, which means much reduced time in transit. Most of his machines are penny venders—only a handful are nickel or dime units. His aim is three, but he'll settle for two in a spot—typically gum, peanuts, and pistachio or other nuts. He points out:

"You are bound to get a little revenue from the three combined. You may have to take a loss on one, but you can make it up on the others.

"The proper approach is necessary. First, you have to size up the man and the location, the kind of individual you are talking to. If he happens to be in a bad mood,

(Continued on page 51)

MACHINES ARE CAREFULLY CLEANED and reassembled before they are returned to locations.

MICHAEL GARDEN'S WORKSHOP contains an adequate stock of spare parts for repair service.

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c, or 25c Operation

Vends flat packs up to 1/8"x2"x4¼". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone today.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines. Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
PResident 2-2900

5-Cent Cashew Nuts Pay Off

KANSAS CITY, Kan.—Picking a specific market, and applying the sort of merchandising methods which insure maximum attention to the machines has added a lot of additional revenue from cashews for E. C. Breeding, bulk route operator here.

Whereas most bulk operators have only a few 5-cent machines, Breeding has more than 250 such locations out of a total of 700 bulk stops. All of these vend cashews from one of two heads, and either charms or ball gum from the other. Every such location is in a garage, a service station, a muffler shop, brake repair agency or some such shop directly connected with automotive repair or service.

Breeding has attempted to use 5-cent machines for other products, almost invariably with failure. Cashew nuts, however, under his specialized program, have been eminently successful, primarily because, as Breeding puts it, "service station men like cashews"

Service Stations

Like the average operator who services filling stations, Breeding started out in every service station, primarily with the Spanish variety, and found that the turnover in every service station was several times what it was at any other point.

Frequently, his customers would ask him to install a 5-cent machine so that they could get a larger handful of peanuts without having to scratch up several pennies. This request was by no means limited to location owners and their employees, but came from motorists as well, idling away anywhere from a few minutes to hours while their automobiles were being serviced

Breeding complied where possible, to the tune of some 80 machines, and then immediately found that the tail was wagging the dog. He had created a new problem for himself in that the 5-cent peanut machines emptied so fast that his servicing operations were more than doubled.

While mulling over the extra expense and hours problem which had arisen, the Kansas operator had an inspiration. Why not, he asked himself, instead of attempting to increase the size of the globes, vend a product which would sell in smaller bulk, and still retain the same popularity?

Cashews Are Answer

The logical answer, of course, was cashews — rich, meaty nuts, with a flavor which all men like, and which, even though vended in smaller amounts, provide plenty of satisfaction with a 5-cent purchase. Breeding found an excellent supply source for cashews, all top-quality, and experimented with a dozen of his prime locations. Results were immediate and satisfying. Many of the service station locations, in particular, reported themselves happier with cashews than the relatively sloppy peanuts, with large amounts of oil, salt and husk to contend with.

To insure location owner co-operation, Breeding employed a bit of psychology. He inferred to every location owner that the high-quality, top-flavor cashews which he had been using were somewhat difficult to obtain, and asked the co-operation of the location owner in keeping the machines bright, eye-appealing, and spotted where they would attract the most attention.

There was little or no resistance, to the point that Breeding's cashew venders immediately began blossoming out alongside the stand at which service stations accept customer credit cards and write receipts, or even alongside the cash register.

Since that time, the cashew stops have increased a hundred fold, and have become Breeding's number one profit source. He keeps a close eye on the amount of cashews vended per nickel, checking with retail prices in variety stores, candy stores and specialty shops such as delicatessens to make sure that every customer is getting his full nickel's worth. Because of the smaller quantity, the machines require refilling only at about the same span of time as the penny machines, and there is thus no additional load, while return from the machines is at least five times as profitable as from the fastest moving penny machines.

"Cashews are strictly an adult proposition," Breeding said. "Where I have used charms in the opposite machine on each two-head stand, there is a disappointingly slow turnover, since few adults are interested in charms of any sort. If, however, I counterpoint the cashews with ball gum, particularly exotic flavors such as grape, cherry, lime, the ball gum moves rapidly, proving that the customer gets out a nickel for cashews and a penny for a ball of gum as a matter of habit."

Breeding would like to know whether more of his cashews are consumed by the employees in his locations, or by their own customers. Currently, he suspects that the ratio is 50-50, with maximum expansion potential lying in putting the machines outside in the weather where more service station customers can see them.

Detroit Op

• *Continued from page 50*

there is nothing that will take him out of it as quickly as a funny story. Once you start him laughing, he will forget his ugly mood and be receptive to any proposition you have to offer.

"Don't use high pressure just to get a machine in. If the location owner says a machine won't go there, you can almost bet on it—though there are exceptions.

"The clinching point in the general approach to a new location: the operator should have clean equipment to put in—something that is good-looking. And above all else, good merchandise to put in the machine.

"Appearance is 90 per cent of the sale."

Garden shows the owner where there is a corner that he is paying store rent for anyway—and it is returning nothing—so he might as well get a little revenue from a machine there.

New Locations

Finding locations that will fit into the existing route pattern is important. About 20 per cent of his new stops come by reference from his old customers—the rest by personal solicitation. He often

(Continued on page 58)

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33, 1¢ Porc. Converted for 100 ct. B.G.	4.50
Silver King 1¢ B.G. or Mdse.	5.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	$ .85
Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.70
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Sheik, Red	.57
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.87
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey-ets	.47
Rein-Blo Gum, 72 ct.	$ .30
Malt-ette, 100 ct., per 100	.35
Rein-Blo Ball Gum, 140 ct., 170 ct., 210 ct	.30
Rein-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rein-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	$ .45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator.

One Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN
GUM
GET YOUR SHARE WITH
Northwestern

TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

$25 DOWN

Balance $10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds $85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

WATLING
Manufacturing Company
4541 W. Lake St. Chicago 24, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME______
COMPANY______
ADDRESS______
CITY______

Fill in coupon, clip and mail to:
BIRMINGHAM VENDING CO.
540 Second Ave., N. Birmingham 4, Ala.
Phone: FAirfax 4-7526

We handle complete line of machines, parts & supplies.

A PRAYER for PEACE on EARTH

Ring out the thousand wars of old,
Ring in the thousand years of peace.

SAM, GEORGE & SID EPPY

A NEW COMBINATION!

ACORN 1¢ or 5¢ BULK VENDOR with our

NEW DRY ROASTED PEANUTS

(No oils or fats used in processing. Slightly salted splits. Excellent for the vending trade. Count: 1450 - 1500.) Use these dry roasted peanuts and avoid greasy mechanisms and globes.

SENSATIONAL NEW PEANUT ITEM

45¢ per pound, packed in 5-pound air-tight poly-lined bags.
Send $3.50 for sample bag prepaid.

Introductory DEAL

1 Acorn Vendor 1¢ or 5¢ with 5 lbs. of peanuts. Only $19.25

(Specify 1¢ or 5¢ when ordering!)
⅓ deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. WAlnut 5-2676

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1754 N Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

Northwestern **SIXTY SUPER C**

WITH QUICK-TACH*

FOR YOUR BETTER LOCATIONS

SUPERB CAPACITY

1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

*AT SLIGHT EXTRA COST

See your Northwestern Distributor or write to

THE NORTHWESTERN CORPORATION
2125 E. Armstrong Street Morris, Illinois

COIN MACHINES

Amusement Machine Makers Post Slim '60 Production Year

By KEN KNAUF

NEW YORK — Introductions of new amusement machine models hit their lowest ebb in probably a decade in 1960.

Producers unveiled a total of 77 new models compared to runs of over 90 the past two years and big 100-and-over totals in many of the past 10 years.

Although at first glance the 1960 results may seem to reflect a general apathy in the amusement branch overall, the practical reason for the decline in the totals lies elsewhere.

Very simply, it is the failure of manufacturers to come up with a really fresh idea in location games. Needed was an original, low-cost, legal machine which would boost play on location and send the plants churning once again.

Five-Balls Good

One category that kept pace with other years was the five-ball novelty game. Here, 21 new models were bowed, all by Gottlieb and Williams. It was the biggest total, as usual, of all categories for the year.

In-line pins, surprisingly, kept well above water through the year, posting a total of four new models compared to five in 1959 and a like number the year previous.

Ball bowlers, too, slid back only slightly, winding up with a total seven, compared to totals of nine each the past two years.

Shuffle bowlers resumed their downward trend—12 in 1959, nine in 1958—with just seven for 1960. Guns rebounded slightly, with one above 1959's total of seven.

Big Upright Year

The upright game may best claim the title, "game of the Sixties," as it showed what might be a record run last year. According to our records, at least 14 new uprights came onto the 1960 scene. Our estimate places that about 25 per cent ahead of 1959 and well in front of other years. With no definite legal interference in view, 1961 should be another banner year for these games. Uprights, of course, do not have universal acceptance, and this cuts into the sales and earnings potential they might otherwise enjoy.

A quartet of one-ball pin games—relatively new on the 1960 scene—were bowed during the year, but no new models in this class have appeared in recent months.

Kiddie ride machines cut a modest figure of three into the 1960 record hook. This compares to runs of 10 and nine the two preceding years, and even bigger runs the years before. But here the figure fails to reflect the fairly stable and healthy state of the ride operating field.

Bounders Fade

A few guns of the bounding-ball type were forthcoming in 1960 but appeal of these games apparently fell off during the year. Seven were bowed in 1959.

Again, as last year, only several (Continued on page 62)

Mills Cites Case for Operator

NEW YORK—Another log on the fire with regard to the operator-location ownership situation has been thrown in by Gordon B. Mills, head of Mills Sales Company, Ltd., pioneer coin machine firm.

The Mills letter referred to statements made by a leading coin machine executive to the effect that the operator be relegated to a service status, with the location owner maintaining title to the equipment. The letter follows:

"I have noted the remarks which are being made by industry executives and which are being printed in The Billboard for consideration and discussion.

"The sale of coin machines directly to the location owner by the manufacturer through his distributor or factory representative would sound the death knell of most manufacturers.

"Most of the old-time coin machine manufacturers must realize that the operator as such is responsible in the greatest degree for the success and present healthy status of most manufacturers.

Competitive Factor

"The intense competitive factor which now exists among operators in most localities in this country is perhaps the greatest single factor for increased production by the manufacturer. The much-sought-after location by the operator has placed the important location owner in a position of being able to demand the best equipment at all times. Take the juke box medium as a typical case:

"The location owner in this case operates a modern, up-to-date cocktail bar. He has in his place of business a juke box, placed there on a lease basis several years ago by the local juke box operator—who is presumably furnishing good all-around service.

"A competitive operator, recognizing this location as an important one, offers to supply the location owner with the very latest manufactured juke box and promises that all other conditions relating to service—commissions, number of record changes, etc.—will be comparable to his competitor.

New Equipment

"What usually happens in this instance? Most operators will agree that the location owner, who at this point, having been educated by the competitor as to the latest type of equipment, will demand from his operator that such equipment be supplied. The threat is that the penalty for not doing so would mean the loss of this important location in favor of the competitor.

"Under such circumstances, the established operator, to protect himself, assures the location owner that he will produce the machine which the location owner demands.

"He then makes a hasty contact with the manufacturers' distributor to purchase the desired equipment.

Manufacturer Gains

"When he places this equipment with the location owner, it becomes necessary for him to find a secondary location for the replaced two-year-old machine, and it is most likely that he will seek out a competitor's C class location to replace his B class machine. Who gains mostly by this intensive competition among the operators? The manufacturer, of course.

"Now let's take a case in fact, where a concern which has specialized in the direct sale of juke boxes to location owners, and I speak authoritatively since my company has been in this business for 10 years. In this case, the owner of a cocktail bar for many years has finally decided to purchase his own machine, perhaps at a price over and above what the operator would have to pay for the same machine from the manufacturer's distributor.

"It has been the policy of our concern to follow such cases carefully, realizing that this same owner might be a prospective purchaser of a new and more modern juke box within a period of several years.

"What do we find? An entirely different psychological reaction on the part of the location owner. Even after all of the new, more modern, more attractive designs have been proposed—and a reasonable trade-in allowance has been suggested for his two or three-year-old machine—it is our experience that the owner sums it up in this manner:

No New Sale

"There is nothing wrong with his present juke box. The machine functions well mechanically—it has a good tone—it looks well in his place of business. He has received no complaints from his customers—it should last another two or three years. No new sale.

"This is what we call 'squeezing his first investment dry.' Under the old system he would have demanded from his operator a new piece of equipment every two years—now it is his investment.

"There isn't any question about it—the operators, through intense competition—have made the manufacturer. The comparison cited is only a single factor. Nothing has been stated about the manufacturers' cost of sales. When we begin to make comparisons as to the cost of selling a single machine to the location owner who is more or less a one-time buyer purchasing something incidental to his business, as compared to the operator whose full-time endeavor is to operate various coin machines and who buys in quantity—one can observe the relative economics quite simply.

"Aside from the legal questions which may enter this problem from a policy standpoint, the manufacturer simply cannot carry water on two shoulders. If he develops a sales policy making it a simple matter for location owners to buy their own equipment, he is very definitely in conflict with the operator.

"It is easy to understand the reaction of an operator who has purchased many machines through a factory distributor upon finding, suddenly, that his most important locations have purchased their equipment from the same manufacturer thereby creating a substantial business loss for the operator who has been faithfully promoting this line. Such conflicts purposely developed by the manufacturer would be unthinkable."

GERMAN OPERATORS REBEL AT ADDITIONAL ROYALTIES

WEST BERLIN—Coin machine operators in West Berlin are girding for a last-ditch fight against efforts by GEMA, the German version of ASCAP, to assess additional royalty payments for installation of a second juke box loudspeaker.

German operators pay GEMA a flat monthly royalty fee per box in operation. Supposedly, this fee included all box accessories. But operators seeking to improve acoustics or to gain a stereo substitute effect by siting additional loudspeakers, bumped into the GEMA demand for boosted fee payments.

This latest GEMA demand has aroused considerable resentment within the operator branch, the operators feeling that the artists are running a good thing into the ground.

Moreover, the "second loudspeaker" issue comes at a time when the operators are indignant over efforts of the musicians and recording technicians to horn into the royalty act with the demand for payment of a separate royalty fee to their organization for all recorded music played on juke boxes.

The West Berlin operators have offered GEMA a compromise in the loudspeaker dispute. The operators would pay GEMA a boosted fee only in cases where it can be clearly established that additional loudspeakers are being used to replace additional boxes primarily, and not to enhance tonal quality.

For example, this would apply to loudspeakers installed in additional rooms or floors of a juke box site.

HOW TO DO IT:

Buzzer System Solves Headaches of Shilling

BELLEVILLE, Ill. — Doing away with standard methods of shilling, including the distribution of marked coins to location owners and their employees—in favor of a buzzer system which requires no coins—has steadily hiked collections for Al McCutcheon, phonograph operator here.

McCutcheon's territory is the string of towns clustered along the east side of the Mississippi River, south of St. Louis for a distance of 50 miles or so. There is a town every few miles, in almost every direction, and one of the nation's largest conglomerations of taverns—opposite Missouri, where taverns close early and do not operate on Sundays.

Like most operators, McCutcheon is well aware of the value of shilling every juke box installation to get things under way whenever there is a dull period. He formerly distributed rolls of nickels, dimes and quarters for the purpose, asking the location owner to make sure that they were used.

Extra Expense

This, of course, meant that McCutcheon had to visit all of his locations frequently, in order to insure a supply of coins between regular record changes and servicing operations. It also meant that bar operators were forming a bad habit of depending upon McCutcheon for supplies of change which necessitated extra trips to the bank, some danger of hold-ups, and similar drawbacks.

The situation got so bad, particularly in view of the long distances involved from one end of the route to another, that McCutcheon decided something had to be done about it. That "something" was an electrical device of his own making which will do the same job for bartender, location owner or waitresses, as a group of coins, and which requires no attention from the operator.

What McCutcheon has done is to install a simple microswitch on the backs of wallboxes mounted along the bar in each of the taverns where his phonographs are installed. (The Illinois operator has found that wallboxes, placed right on the bar where any customer can reach them without moving from his stool pay the greatest returns in any tavern location.)

Now, with the microswitch wired into the credit accumulator on each phonograph, it is only necessary for the bartender to touch the microswitch and make a selection to bring the juke box into life. The switch authorizes only one play at a time, which is one way that McCutcheon has been able to prevent any abuse of the system.

No one has attempted to take advantage of this proviso in all the time that McCutcheon has been using the system, and the effects on play throughout the route have been outstanding.

Since it is absolutely no trouble at all for the waitresses or bartenders in any location to snap the switch and play their own favorite number, customers are always reminded of the convenience of the juke box and its musical fare. Dead spots in the daily collections have been almost entirely eliminated.

Answering Service Returns Big Dividends for Kansas Op

COLBY, Kan. — Subscribing to an answering service which quickly locates him at any distance has helped to hold stops, maintain location owner good will and machine earnings for Ermel Rogers, of Star-Lite Music Company, with headquarters in this Western Kansas community.

Rogers specialized in amusement machines, although he has a healthy percentage of phonographs scattered through small towns in Western Kansas. Because some of his stops are as much as 50 miles apart and because he handles most of the service load himself, Rogers is out on the highway most of every day, either on scheduled service calls or on repair jaunts.

On every call, Rogers is content that the telephone answering service to which he subscribed more than two years ago will locate him swiftly and report an emergency. Prior to enlisting this handy aid to everyday operations, Rogers often did not know of a phonograph or pin game malfunction at least for a day, and sometimes two or three days, during (Continued on page 62)

America's Largest and Oldest
ONE-STOP RECORD SERVICE!
45 RPM 60c
All LP's—Regular Distributor. Wholesale—Nothing Over.
SAME DAY SERVICE
THE MUSICAL SALES CO.
The Musical Sales Bldg.
Baltimore 1, Maryland

LONE STAR ROUND-UP

Bowling Alleys and Bumper Pool Are Bright Spots in Texas Outlook

By O. R. ALLEN

DALLAS — With the advent of a new year, a cross-section poll of distributors and operators in the fairly representative Dallas area shows no undue pessimism over the "recession." It might be said, though, that this optimistic outlook is stronger among the distributors than among the operators.

For instance, J. Fred Barber, director of sales for Walbox Distributing Company, said that his company has not noticed the recession, though he did point out that operators were "complaining to some extent."

"Sales," Barber said, "are better than in 1959 in music and games in general, with music being exceptionally good." Music, he estimated, was up by about 10 per cent over last year. Bumper pool also had a very good year, he added. Also up are baseball and space gun machines, with the arcade business itself showing an over-all increase.

A big boost to the arcade business in the Southwest has been the fact that the mushrooming bowling alley establishments have, in almost all cases, made provision for an arcade in their locations. A rough estimate of space allotted for these arcades is 20 by 30 feet, with the space including a 14-foot bowling machine, an eight-foot shuffle game and perhaps two pinball and two gun games.

He shared the enthusiasm of the bowling alley owners over these arcades, pointing out that their trials in such widely scattered places throughout the State as Dallas, Houston and Odessa have shown that they draw the bowler as well as the non-bowler. In other words, where it might be that the husband is the only bowler in the household, he can still bring his family to the alley, knowing they can entertain themselves in the arcade.

Over at O'Connor Distributing Company, Dallas outlet for Seeburg, Don Bearden, credit manager, believes that collections are down slightly from last year. He estimated 2 per cent.

He pointed out that the increase of private clubs in the past two or three years has not done the coin machine industry any good. It appears, however, that a great number of these private clubs might not be in existence next year because of recent adverse court rulings.

Jim Browning of the J. M. Browning Coin Machine Exchange, a distributor for AMI for slightly less than a year now, believes that 1961 will be "a very good year for coin machine operators." He bases his optimism on the idea that money will be looser in the coming year. He pointed out that we have been going through a period of tight money but that it is the avowed policy of the new Administration to make money easier. This, he said, plus the upgrading of equipment in the industry will attract more customers.

Browning said that loans are quite prevalent in the cities and larger towns but that they are not so common in smaller communities. As for the operators' opinion of these loans, he said that it was about the same as their opinions of collections; some report good returns, others not so good.

Browning finds that operators are buying less stereo than last year because good stereo records are simply not available. For some reason manufacturers of the stereo records are just not turning out the records that are popular, at least not in sufficient quantity.

A look at business from a slightly different viewpoint, that of the operators, gives a somewhat gloomier picture.

N. D Vanderford, Dallas operator, estimates that collections are down 10 per cent over last year. Machines on location are also down, he says, attributing some of the slump to the election and voicing the cautious belief that things will pick up now that the election is over.

Vanderford, who handles music, shuffle alleys, bowlers, and pinballs, also believes that money will be less tight with the new national administration and that this will make for an upsurge in the coin business.

Unlike some operators as well as distributors, he takes a rather optimistic view of new entertainment in a city, such things as pro baseball and football teams. With the advent of two professional football teams in Dallas, Vanderford reports, for instance, that one of his locations near the Cotton Bowl (where both teams play) has tripled in business. Before pro football it was taking in about $20 per week. Now it is taking in about $60.

As for loans, Vanderford said, "I've got a lot of them, just like any other juke box operator." He added that these will average about $600 per location.

"You have to put out loans to get locations in many cases," he said. "But on the other hand, there are some awfully good locations where loans are never mentioned."

He plays loans pretty much by ear, not being too free with them, but giving them if the location warrants and if it is the only way to secure a desired location. He said that he has been pretty fortunate in getting his money back in the past two years.

Vanderford said that out of 55 juke boxes he has three stereos and that they are not paying off. It is his opinion that the public simply is not ready for stereo, this plus the fact that desired records are not available. He said that some locations want the more classical music and that these are unavailable, while records for the stops which like progressive jazz are also not being turned out.

On the brighter side, he said that bumper pool has helped business more than anything else in most of his locations.

In spite of the above opinions, though, he is certain that music is here to stay.

Joe Thompson, another Dallas operator, estimates that collections are down by 15 per cent compared with last year. Machines on locations are also down, in his opinion. He doesn't take a very bright view of stereo either, stating, "It isn't catching on." Thompson is an operator with a strong partiality for folk music.

"When a location owner will let you put hillbilly music in his spot it will, in 99 out of 100 cases, play two to one better than the other types," he said, pointing out, owners just won't accept the hillbilly or cowboy brand, thinking that it low-rates their places. "And," he adds philosophically, "we do have to satisfy the man who owns the location."

Operating exclusively in Dallas, Thompson takes a cautious view of loans. He said that he averages turning down four or five locations a day because loans are demanded. In other words, he does not make a practice of giving loans. He admits that this hurts quite a bit in acquiring locations, but adds also that most of the loans he has given are not yet paid back and that of the loans out a great number of the location owners demand more of the same each week. He says that over the long haul the operator who does not give loans will fare better financially.

There is also a lot of location buying in this area, he pointed out, but he believes that this practice is declining.

He said that cigaret machine business is fair, then went into the local tax situation. For instance, there is a $60 per year State tax in Texas on all 10-cent games, with the city also getting $30, plus a $10 federal tax on all types. "This is simply too much," he says.

German Coin Group Blasts Double Standard of Press

FRANKFURT — West Germany's coin machine operator associations are mounting a campaign against the so-called "double standard" press which assails coin machines as a stimulus to juvenile delinquency.

Industry surveys have revealed that the majority of publications, both daily press and magazines, which attack coin machines also carry lurid advertising for sex and horror films.

There are even cases where the same publication would publish attacks against the coin machine industry on the same page with advertising for films exploiting sex.

A coin machine spokesman explained, "We do not challenge the right of the daily press to publish objective stories about our industry, even when these stories are unfavorable.

"But we are going to fight malicious and largely unfounded attacks by irresponsible segments of the press whose only interest is the creation of spurious sensations."

The coin industry is coming increasingly to the view that if the press attacks coin machines as a stimulus to juvenile delinquency, it is also obligated to attack equally and impartially the movie houses screening horror and sex films, even though the movie theaters may advertise heavily in the publications involved.

The spokesman summarized, "We say if we're going to crusade against juvenile delinquency, then let's crusade across the board, letting the chips fall where they may. We're ready to take our share of criticism and to put our house in order and keep it in order. But we also intend to demand that the movie houses and other enterprises influencing juveniles are subjected to the same standards of criticism."

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WEEKLY SPECIAL!
Completely Reconditioned
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LIGHTNING BALL $215

PINBALL VALUES!
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GOTTLIEB 1-PLAYERS

CRISS CROSS	$175
SUNSHINE	175
SITTIN' PRETTY	175
HI-DIVER	175
QUEEN OF DIAMONDS	235
MISS ANNABELLE	235
UNIVERSE	245
WORLD BEAUTIES	265

GOTTLIEB 2-PLAYERS

CONTINENTAL CAFE	$175
BRIGHT STAR	215
PICNIC	245
GONDOLIER	245
MADEMOISELLE	295
SEVEN SEAS	315

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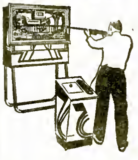
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Mills Hot Chocolate	95.00
Spacarb 3 Drink	325.00
Spacarb 4 Drink	365.00
P. X. 12-Col. Cig.	125.00
National 9-Col. Cig.	125.00
National 11-Col. Cig.	165.00
National 13-Col. Cig.	185.00
U-Select 72-Bar Candy	70.00
Rowe 7-Col. Candy	185.55

ARCADE EQUIPMENT

Auto Photo #9	$995
Auto Photo #11	1,975
Cranes	125
Capital Midget Movies	125
Capital Panorams	325
Floor Grips	75
Motorama	185
Miniature Golf	95
Miniature Football	95
Peppy the Clown	195
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WURLITZERS

1700	$235
1800	285
1900	325
2000	350
2204	375
2200	395

Write for New Complete Price-Bulletin No. 161.

BINGOS

100 Atlantic City	$50
15 Big Shows	60
5 Beach Beauty	60
25 Big Times	60
20 Beach Clubs	50
15 Broadways	60
15 Gayety	60
15 Daytime	60
20 Hi-Fi	60
10 Pixie	65
15 Miami Beach	65
5 Starlet	60
2 South Seas	75
15 Surf Club	60
10 Yacht Club	60
1 Tahiti	60
12 Variety	60
1 Mexico	60

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Classified Ads Prove Effective for Boosting Holiday Juke Box Rentals

By ROBERT LATIMER

DENVER — Plain, ordinary classified newspaper advertisements, at an average of $1.21 per day, are far and away the most effective means of building phonograph rental profits during the holidays, according to a consensus of operators in Mountain States cities.

"The rental market has slipped quite a hit in recent years," one large Denver operator said. "About 10 years ago, we could count on renting anywhere from 25 to 35 machines, profitably enough so that we could take several of them off of low-traffic locations for the purpose. Now, we rent betweeo 10 and 15 each Christmas season."

This operator feels that tape recorders and long-play phonographs have largely usurped what used to be the rental market, inasmuch as they give the same sort of uninterrupted, loud volume music which was the juke box's principle advantage. "People want an evening of stimulating music without having to pay any atteotion to the source, the operator said. "Now, someone in the party is almost always bound to have such equipment."

In using classified ads, half a dozen Deover operators depend upon such sprightly headlines as "Having a Holiday Party? — Rent a Phonograph aod 100 Records!" or "Need Music for Your Holiday Dance?" followed by the firm name and address.

Average rentals are $25, a figure which the usual operator feels quite fair, inasmuch as high delivery costs, which usually include spotting the phonograph exactly where it is to be used, consume a lot of that amount.

Rates vary, of course, according to the number of days on which the phonograph will be used. Normally, it is a one-day rental, involving either Christmas Eve or New Year's Eve which is involved.

Old Customers

An Albuquerque operator thinks enough of the extra profit possible from Christmas rentals to spend the better part of a week in early November calling back on past customers to set up the contract for the following rental, and asking for leads to other prospects at the same time.

Making personal calls, pointing out that the group can choose exactly the sort of music it wants an' that the phooograph can be set to play through 100 or 200 records without attention, strikes a responsive chord, particularly with small organizations which have rented space for a holiday party or for office party.

Suggesting that the music can be deliberately programmed to add to the festivities and to taper off to soothing waltzes as the evening wears along, is a point which sells a lot of extra customers.

Little Vandalism

Vandalism seems to be a much smaller problem today thao it was in the past, when phonographs were rented more or less indiscriminately. One Colorado Springs, Colo., operator solved this problem by constructing a knock-down cabinet which fit tightly around the phonograph like a shell. It prevented glasses and bottles from being set on the machine and did away with the possibility of cracked glass or scarred plastic surfaces.

It is always wise in making up a rental contract to stipulate that the machine will be returned in as good condition as when delivered, barring electrical break-downs, of course.

In making a sales program out of the reotal market, a Salt Lake City operator points out that most orgaoizations of the type which are likely to stage group Christmas or New Year's Eve parties are registered with the city, having some type of charter or license, aod that the name and address of the secretary can usually be obtained from the city clerk's office.

Personal Call

It takes a personal call, and a suggestion that the phonograph will make a much merrier evening than can be provided by anything short of a live orchestra, to get results.

Once a social group has rented a phooograph, and found this convenience to be actual, reoting another for the following year is that much easier.

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222S	$895.00
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M100C	295.00
M100B	225.00
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HK200	$350.00
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H100W	250.00
HM100A	75.00

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SEEBURG 201 SH.	825	WURLITZER 1900	425
SEEBURG 161 SH.	765	WURLITZER 2400-S	825
SEEBURG 100-J	525	WURLITZER 2300-S	725
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SEEBURG V-200	375	A.M.I. F-120	325
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11-Col. NATIONAL (ML)	$155
11-Col. NATIONAL (Mod. III Silent)	185
13-Col. NATIONAL	205
12-Col. EASTERN	115
10-Col. EASTERN	75
9-Col. DuGRENIER (Man.)	78
SEEBURG 800E-1	245

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756
Name....................
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City.................... Zone.... State....................
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J. H. Keeney Names Northwest Sales

CHICAGO — Northwest Sales with offices in Seattle, Wash., and Portland, Ore., has been named distributor for J. H. Keeney Company in Washington, Oregon, Alaska and Western Idaho.

Announcement eame last week from Paul Huehsch, Keeney vice-president. Ron Peppel heads the Seattle office and Marshall McKee is in charge of the Oregon outlet.

Northwest also is distributor for Midway and Wurlitzer.

CMC Pub. Relations Effort Bears Fruit

CHICAGO — "The pinballs place in America seems assured," according to an article in the respected and traditional New York Times—one of the results of a recent public relations effort begun by the Coin Machine Council.

The article, crediting CMC as its source, appeared in the "Topics" department of the Times' editorial page, and touched on the music, amusement and vending segments of the coio machine industry from 219 B.C. to the recent fitting out of a new French luxury liner with 225 juke boxes and 150 coin-operated games.

Going into almost pedantic detail the Times pointed out that "the non-functiooal pinball machine is the perfect symbol of the national repudiation of our vanishing puritanism, with its austere ethic of hard work and the concomitant guilt about enjoying ourselves."

Mailings

CMC, working with the Public Relations Board, Inc., public relation firm, headquartering in Chicago, has been conducting a program of mailings to the consumer press.

In December, every daily newspaper in the United States, 1,972 in all, was sent a copy of the CMC fact sheet, a 10-page document giving facts about the coin machine industry.

An article on vending was also prepared expressly for the New York Daily News, at the request of its financial editor.

Meaowhile, the council's membership committee, headed by Herbert B. Jones, Bally Manufacturing Company, Chicago, is preparing for a mailing to some 15,000 members of the coin machine industry outlining the public relations program of CMC.

Canteen Denies Bank Purchase

CHICAGO—Rumors that Automatic Canteen Company of America might acquire the Mercantile National Bank were vigorously denied hy the bank here, last week.

Directors of Mercantile held a special meeting and voted unanimously to reject any offer and announced the bank was not for sale.

Rumors of the acquisition were first disclosed in a story in the Sun-Times by Edwin Darby, financial editor, who termed the negotiations the "latest surprise in Chicago banking," adding that "Canteen—if it is successful in its hid—will move the bank from the West Side to the Loop."

Denial

Denial came in a formal statement from Loy N. McIntosh, Mercantile board chairman; J. E. O'Shaughnessy, Mercantile president; and James T. Igoe, executive committee chairman of the bank.

Darby had pointed out that "Automatic Canteen, always on the lookout for ways of diversifying and strengthening its corporate structure, is already in the money field. This year it bought Commercial Discount Corporation, a Chicago-based finance company."

Going into details of the proposed financial transaction between Canteen and Mercantile, Darby said that "Canteen would take over control of Mercantile through purchase of 125,000 shares of new Mercantile stock. The bank now has a similar number of shares outstanding and the stock is now selliog at about $43 a share."

Although the Mercantile acquisitioo did not go through, it is a matter of record that Canteen has long heeo active in a diversification program—both domestic and abroad. It would therefore not be too much of a surprise in fioancial circles here if an acquisition in the banking field would be made by Canteen in the not-too-distant future.

Mass. Coinmen Set for Annual Dinner Feb. 21

BOSTON — Plans are going ahead for the annual banquet and dance of the Music Operators' Association of Massachusetts which will be held at the Commonwealth Country Club Tuesday, February 21. As an added incentive, the music group has planned door prizes on a scale to delight the heart of any operator.

Three juke boxes in excellent condition will be given away as door prizes at the affair. There also will be a fourth phonograph for which tickets will be sold. This will be a brand new Rock-Ola which will be offered for the benefit of the Boston Association for Retarded Children. All the money collected for the drawing will go to the cause and a representative of the group will be present to make the presentation to the lucky winner.

Plans are also being completed for a lavish type of eotertainment, aod already Ruby Newman, ooted society orchestra leader and his ensemble, has beeo signed for the occasion.

Lyric AMI Continental
the styling of tomorrow
for more play today

BARGAINS FOR THE WEEK

United Handicap Shuffle	$250.00
Capitol DeLuxe	170.00
Clipper DeLuxe	125.00
Regulation	195.00
Regulation DeLuxe	210.00
Lightning	145.00
Lightning DeLuxe	165.00
Top Notch	175.00
Banner	75.00
Mercury	90.00
Ace	75.00
Congress	195.00
Congress DeLuxe	225.00
ABC	145.00
ABC DeLuxe	245.00
C. C. Bowling Team	125.00
C. C. Rocket (2 Player)	100.00
C. C. Rocket (1 Player)	75.00
United Advance (16 Ft. Bowler)	645.00
United League (16 Ft. Bowler)	695.00
United Handicap Bowler	745.00

These Bowlers Reconditioned Like New, Have Been Used Very Little.
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Phone: MAin 1-3511; Cable: "Cendist"

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SAY YOU SAW IT IN THE BILLBOARD!

The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

D-40 (40), 1951	$85
D-80 (80), 1951	130
E-40 (40), 1955	150
E-80 (80), 1858	170
E-120 (120), 1858	165
F-40 (40), 1854	800
F-80 (80), 1854	270
F-120 (120), 1854	305
G-40 (40), 1855	850
G-80 (80), 1855	330
G-120 (150), 1855	365
G-180-1 (120), 1859	565
G-200 (200), 1858	350
G-200-1 (200), 1958	350
G-200-8 (500), 1859	350
G-200-3 (200), 1659	850
G-200-4 (200), 1659	850
G-200-5 (200), 1858	350
H-200 (200), 1959	525
H-120 (120), 1956	475
H-100 (100), 1956	440
H-500M (100), 1957	445
I-200 (200), 1957	650
I-500 (500), 1658	830
I-120 (130), 1957	575
I-100 (100), 1957	520
I-500M (200), 1658	555
J-500 (800), 1656	750
J-120 (150), 1858	700
J-100M (100), 1658	590
J-200M (500), 1656	520
J-120 (150), 1958	655
J-100 (100), 1856	560
J-200 (500), 1658	790

ROCK-OLA

1428 (150), 1653	$85
1438 (150), 1854	250
1442 (50), 1655	225
1449 (130), 1655	250
1446 (150), 1656	370
1450 (120), 1057	330
1452 (50), 1656	275
1454 (120), 1857	415
1455D (200), 1857	460
14559 (200), 1957	450
1456 (120), 1656	540
1462 (50), 1956	375
1465 (200), 1658	570
1468 (120), 1656	970
1466 Sterea (120), 1858	730
1475 (200), 1859	755
1475 Stereo (200), 1859	830

SEEBURG

M100B (100), 1650	$520
M100C (100), 1852	295
100W (100), 1853	530
HF100G (100), 1553	380
HF100R (100), 1654	440
V200 (500), 1655	330
100J (100), 1855	510
K300 (200), 1957	495
L100 (100), 1657	540
201 (300), 1856	805
161 (160), 1659	760
101 (100), 1958	860
238 (100), 1858	855
200B (100), 1656	875
200SR (100), 1656	620
222 (180), 1659	695
222DH (180), 1956	600
822DHR (160), 1659	850

WURLITZER

1250 (48), 1950	$55
1400 (48), 1951	80
1500 (104), 1952	$80
1500A (104), 1853	125
1800A (48), 1854	185
1700 (104), 1654	255
1600 (104), 1655	950
1800 (104), 1659	395
2000 (500), 1856	405
2100 (500), 1957	465
2150 (200), 1957	460
2250 (200), 1658	575
2204 (104), 1658	910
2200 (200), 1656	945
2300-S (200), 1658	875
2300 (500), 1958	615
2304 (104), 1958	745
2304-S (104), 1659	610
2310 (100), 1659	790

BOWLERS & SHUFFLES

BALLY

ABC Bowler 7/55	$310
ABC Bowling Lanes 12/38	325
ABC Champion 9/57	410
ABC Super-Deluxe Bowler 6/57	290
ABC Tournament 6/57	215
All-Star Bowler 15/57	115
All-Star Deluxe 2/59	125
Bally Shuffle 1/56	45
Bally Speed Bowler 11/56	360
Blue Ribbon 4/55	150
Challenger 9/56	605
Club Bowler 2/56	475
Congress Bowler 7/55	220
Deluxe Club Bowler 8/58	520
Gold Medal 4/55	135
Jumbo Bowler 6/55	245
King-Pin Bowler 6/55	525
Lucky Alley 6/56	925
Lucky Shuffle 6/56	260
Monarch 11/56	450
Pan American 8/56	925
Speed Bowler 11/58	535
Star Shuffle 8/59	345
Strike-Bowler 11/57	250
Super Bowler 1/59	120
Trophy 4/58	445

CHICAGO COIN

All Star Team Bowler 11/55	$100
Blinker 6/55	160
Bonus Score 5/55	150
Bowl Master 7/56	465
Bowling Team 10/55	140
Ball's-Eye Bowler 7/55	185
Championship 11/56	250
Bowling League 7/57	215
Criss Cross Target 1/55	90
Double Feature 12/56	965
Hollywood 4/55	155
King Bowler 3/59	865
Lucky Strike 1/56	630
Miami Shuffle 10/56	40
Monte Carlo 1/58	75
Player's Choice 6/58	845
Rebound Shuffle 11/58	80
Red Pin 3/56	435
Rocket Ball 2/56	165
Rocket Shuffle 2/56	100
Rocket Shuffle Two-Player 4/58	135
Score-A-Line 6/55	145
Shuffle Explorer 8/56	155
Skee Roll 1/57	99
Star Rocket 5/59	295
Tournament Ski Bowl 12/59	130
Triple Strike 1/55	125
TV Bowling League 11/57	890
Twin Bowler 10/58	400

UNITED

Advance 5/58	$925
Atlas Shuffle Alley 8/56	405
Bonus Bowling Alley 6/56	510
Bowling Alley 11/56	225
Build-Up 5/58	200
Capitol Shuffle Alley 9/55	185
Clipper 4/55	150
Cyclone 10/58	400
Deluxe Bowling Alley 7/57	245
Deluxe Flash 6/56	515
Deluxe Shooting Star 6/56	120
Dual Shuffle 1/56	445
Duplex 11/58	800
Eagle Shuffle Alley 5/56	295
Flash 8/58	450
4-Way 11/59	555
Handicap 8/58	550
Handicap 11/58	745
Hi-Score 6/57	220
Jumbo Bowling Alley 6/57	435
Jupiter Shuffle Alley 6/55	165
League Alley 8/56	725
Lightning 2/55	145
Midget Bowling Alley 6/59	150
Niagara 11/58	365
Pixie Bowler 7/58	175
Playtime 8/58	835
Regulation 11/55	240
Royal Bowling Alley 12/57	415
Select Play 3/56	165
Shooting Star 4/58	125
Shuffle Playmate 2/58	90
Simplex 4/59	555
Six-Star 11/57	815
Super Bonus 6/55	180
Team Bowling Alley 4/57	245
Team-Mate 12/56	750
3-Way 9/56	500
Top Notch 11/55	205
Venus 4/55	125
Zenith 5/58	455

PINBALLS

BALLY

Ballerina 8/59	$560
Balls-A-Poppin 10/59	90
Bally U.S.A. 7/58	120
Beach Beauty 11/55	55
Beach Time 8/59	295
Big Show 9/59	70
Broadway 18/55	50
Carnival 10/57	100
Carnival-Queen 11/58	340
Circus 6/57	80
County Fair 11/58	850
Crosswords 1/56	180
Cypress Gardens 5/59	220
Double Header 8/56	100
Fun-Way 8/58	425
Gay Time 8/55	40
Gayety 4/55	35
Key West 12/58	70
Lotta Fun 3/58	365
Miami Beach 3/55	45
Miss America 1/58	130
Night Club 8/59	90
Parade 8/59	90
Sea Island 8/58	495
Show-Time 4/57	90
Sun Valley 7/57	150

GOTTLIEB

Ace High 2/57	$80
Add-A-Line 7/55	70
Annabelle 8/58	230
2 Around the World 7/59	300
3 Atlas 5/58	280
Auto Race 8/59	70
2 Brite Star 4/58	205
Classy Bowler 7/56	90
4 Contest 10/58	315
2 Continental Cave 7/57	155
Criss Cross 3/56	155
Derby Day 5/56	95
2 Double Action 1/58	245
2 Duette 5/55	80
Easy Aces 12/55	65
2 Fair Lady 11/56	110
4 Falstaff 11/57	245
2 Fing-Ship 1/57	145
Frontiersman 11/55	85
2 Gladiator 1/58	105
5 Gondolier 9/58	210
Gypsy Queen 2/55	95
Harbor Lites 3/59	60
Hi Diver 4/58	190
4 Jubilee 5/55	150
Lightning Ball 12/58	255
5 Mademoiselle 11/56	305
4 Majestic 4/57	250
2 Marathon	110
2 Picnic 8/58	820
Queen of Diamonds 6/56	225
2 Race Time 8/58	250
Rainbow 12/56	65
4 Register 10/58	100
Rocket Ship 5/58	155
Roto Pool 7/58	190
Royal Flush 5/57	120
2 Sea Belles 3/56	110
Silver 10/57	155
Sittin' Pretty 11/58	160
Sluggin' Champ 4/55	70
Southern Belle 6/55	90
Straight Flush 12/57	155
Straight Shooter 2/56	200
Sunshine 8/56	185
4 Score-Board 4/58	75
2 Super Circus 9/57	200
4 Sweet Sioux 9/58	365
2 Toreador 8/56	110
2 Tournament 8/55	105
Twin Bill 1/55	55
Universe 10/58	235
2 Whirlwind 5/59	200
Wishing Well 9/55	60
World Champ 6/57	105

WILLIAMS

Arrow Head 7/57	$65
Casino 8/58	135
2 Circus Wagon 10/55	75
Club House 10/58	185
Crossword 5/59	160
Cue Ball 4/57	80
2 Fiesta 12/59	295
4-Star 7/58	110
4 Fun House 10/59	50
4 Gay Paree 9/57	95
Golden Bells 6/56	200
Gusher 6/58	110
Hi-Hand 6/57	100
Hot Diggity 8/56	110
Jig Saw 12/57	65
Kings 8/57	75
2 Naples 3/57	160
Perky 11/55	75
Peter Pan 4/55	75
2 Piccadilly 5/59	75
4 Race the-Clock 4/55	50
Regatta 10/55	80
Reno 10/57	$75
Rocket 11/58	195
Satellite 6/59	125
Sea Wolf 7/56	175
2 Shamrock 1/57	100
Smoke Signal 6/55	75
Soccer Kick-Off 6/56	125
Spot Pool 9/56	195
Starfire 6/57	100
Steeple Chase 11/57	110
Super Score 6/59	90
4 Surf Rider 7/56	90
3-D 11/56	130
Three Deuces 9/55	75
Tic-Tac-Toe 1/56	160
Tim-Buc-Tu 1/56	60
Top Hat 5/58	155
Turf Champ 8/56	170
Wonderland 5/55	50

ARCADE & NOVELTIES

All-Star Baseball (Wms) 4/54	$60
Aqua Duck (Cons) 2/55	155
Auto Photo Model B	885
Auto Photo Model 11	1,845
Auto Test (with sound) (Cap) 6/56	565
Auto Test (without sound) (Cap) 8/58	245
Auto Test Turnpike Tournament (Cap) 9/56	1,265
Bally Targets (Bally) 10/58	525
Balloonomat (Cop) 12/54	65
Bang-O-Ramo (Muto) 4/57	75
Bat-A-Score (Evans) 5/54	75
Batter Up (CC) 4/58	150
Batting Practice (Bally) 8/59	300
Big Inning (Bally) 5/56	210
Big League (Wms) 9/54	35
Big League Baseball (CC) 5/55	95
Big Top (Genc) 11/54	155
Bike Race (Munv) 5/56	495
Bing-O-Reno (Sci) 8/55	525
Bull's-Eye (Bally 8/55	150
Burp Gun (Dale) 5/57	245
Carnival Gun (Un) 10/54	135
Champion Baseball (Genc) 7/59	75
Circus Rifle Gallery (Genc) 3/57	580
Coon Hunt (Seeb) 8/54	150
Crane (Wms) 8/56	95
Criss Cross Hockey (CC) 9/58	210
Crossfire (Wms) 3/57	195
Davy Crockett (Genc) 10/58)	155
Deco Grandma (Deco) 6/54	175
Deluxe Crusader (Wms) 5/56	360
Deluxe 4-Bagger (Wms) 5/56	150
Deluxe Ranger (Keen) 6/55	170
Deluxe Skill Parade (Bally) 1/59	90
Deluxe Vanguard (Wms) 10/59	265
Derby Roll (Un) 5/55	125
Deuces Wild (Kaye) 10/58	100
Dodge City (Fran) 12/59	100
Drivemobile (Muto) 6/54	135
5th Inning (Un) 9/55	135
Golf Champ (Bally) 9/56	175
Grandma Fortune 5/56	140
Gun Club (Genc) 1/56	300
Gunsmoke (Bally) 4/56	220
Heavy Hitter (Bally) 6/56	585
Hercules (Wms) 3/58	335
Hi-Fly (Genc) 4/56	35
Horoscope Fortune Teller (Genc) 9/57	150
Hydro Duck (B&W) 10/54	130
Jet Fighter (Wms) 10/54	125
Jet Pilot (CC) 5/59	250
Joker Ball (Mid) 10/56	200
Jolly Joker (Wms) 10/55	50
Jumbo Ten Pins (Wms.) 3/56	75
Jumbo Ten Strike (Wms) (3/56	100
Jungle Gun (Un) 7/54	100
Jungle Hunt (Exhib) 7/54	175
Jr. Auto Test (Cap) 12/59	150
Kaye Hockey (Kaye) 56	125
King of Swat (Wms) 9/55	110
Kiss-O-Meter (Exhib) 12/56	115
League Leader (Keen) 4/58	65
Major League (Wms) 4/54	50
Model 900 Shooting Gallery (Exhib) 3/55	100
Moon-Raider (Bally) 7/59	950
Motorama (Genc) 10/57	170
1957 Baseball (Wms) 4/57	225
Pan-O-Rama 800 (Cap) 15/56	800
Peep Barrels (Exhib) 15/59	75
Peppy the Clown (Wms) 12/59	135
Photomatic (Muto) 2/54	865
Pinch Hitter (Wms) 3/59	810
Pirate Gun (Un) 10/59	210
Playland Rifle Gallery (CC) 6/58	445
Polar Hunt (Un) 4/55	180
Quarterback (Genc) 9/55	50
Ranger (Keen) 8/55	100
Red Ball (Mid) 5/58	175
Rifle Gallery (Genc) 8/55	95
Rock 'n' Roll (Muto) 5/58	50
Safari (Wms) 1/58	120
St. Christopher (Muto) 12/59	185
Satellite Tracker (B-L) 12/59	395
Scramball (Keen) 6/59	35
Shooting Gallery (Exhib) 5/54	70
Shortstop (Wms) 4/59	815
Sidewalk Engineer (Wms) 4/55	78
Sky Raider (Un) 10/56	275
Sky Rocket (Genc) 5/55	60
Space Age (Genc) 3/59	195
Space Gunner (Bally) 5/58	150
Special Deluxe Baseball (Wms) 1/54	58
Spook Gun (Bally) 6/56	170
Sportland Shooting Gallery (Exhib) 11/54	65
Squalls Water Polo (Aquo) 5/57	360
Sportsman (Keen) 11/54	85
Star Slugger (Un) 4/56	125
State Fair (Genc) 7/59	160
Steam Shovel (CC) 5/56	95
Super Big Top (Genc) 12/55	175
Super Home Run (CC) 8/54	50
Super Pennant Baseball (Wms) 1/54	50
Super Slugger (Un) 7/55	55
Super Star Baseball (Wms) 1/54	58
Swami (Muto) 4/55	850
Target Roll (Bally) 1/56	145
10 Commandments (Muto) 12/57	195
Ten Pins (Wms.) 12/57	110
Ten Strike (Wms.) 12/57	110
Test Pilot (Cap) 12/57	810
Titan (Wms) 6/59	395
3-D Kiddie Theater (Rite) 354	125
3-D Pix (Cap) 2/54	128
3-D Theater (Rite) 2/54	145
Treasure Cove (Exhib) 7/55	130
Twin Hockey (CC) 5/56	175
Two-Player Basketball (Genc) 5/54	135
United Deluxe Baseball (Un) 2/56	380
Vacuumatic Card Vendor (Exhib) 5/54	110
Voice-O-Graph (Muto) 2/57	595
Voice-O-Graph (Muto) 11/54	290
Wild West (Genc) 8/55	195
Yankee Baseball (Un) 8/58	280

Coin Machine Exports

September, 1960

Country	New Phonographs No.	New Phonographs Value	Used Phonographs No.	Used Phonographs Value	Amusement Games No.	Amusement Games Value	Totals No.	Totals Value
Belgium	387	$248,670	523	$181,480	316	$ 52,296	1,226	$ 482,346
United Kingdom	164	108,925	—	—	1,183	315,722	1,347	424,647
West Germany	395	266,964	52	20,370	101	42,874	548	330,208
Australia	25	17,468	15	6,000	239	57,138	279	80,606
Switzerland	79	56,799	6	4,706	47	9,700	132	71,205
Canada	51	33,165	—	—	162	28,211	213	61,376
Venezuela	43	34,704	8	6,360	35	9,755	86	50,819
Netherlands	3	1,125	20	6,200	236	38,609	259	45,934
Nan. Islands	49	31,561	14	5,642	35	5,520	98	42,723
Italy	120	23,711	—	—	—	—	120	23,711
France	—	—	—	—	72	21,942	72	21,942
Sweden	2	1,523	10	1,600	36	15,647	48	18,770
Norway	3	1,681	—	—	25	16,103	28	17,784
Phil. Rep.	3	3,100	19	10,194	—	—	21	13,294
Ohter Countries	52	37,308	52	15.545	239	50,371	344	103,324
Totals	1,376	$866,704	719	$258.097	2,726	$663,888	4,821	$1,788,689

September Exports Above '59 Level

NEW YORK—U. S. exports of phonographs and coin games ran well ahead of last year in the September period, racking up a total volume of $1,788,689 compared to $1,560,289 in the 1959 month. Figures are from the U. S. Department of Commerce.

Belgium led all markets in September, taking a volume of $483,346. The United Kingdom, on the strength of game imports, moved clo'ely behind with a $424,647 run during the month.

Only other market above the $100,000 mark was West Germany, which notched $330,208.

Filling out the top 10 markets during the month were Australia, Switzerland, Canada, Venezuela, the Netherlands, the Nan Islands (Pacific base), and Italy.

By comparison, a year pervious the following markets, in order, led the coin machine import trade: Belgium, West Germany, Venezuela, Switzerland, Canada, United Kingdom, Sweden, Italy, the Netherlands, and Cuba.

Belgium, the over-all leader this September, also led in the category of used juke box imports with a figure of $181,480, and placed second in new juke boxes.

West Germany took honors in the new juke box field, importing $266,964 worth of new U. S. phonographs.

The big markets for games, in order, were: United Kingdom ($315,722), Australia ($57,138), Belgium ($52,296) and West Germany ($42,874).

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THIEF PREFERS MUSIC TO CASH

SAN ANTONIO — Police were looking for a thief who prefers music over money. The thief broke into the juke box at the L.M.D. Laundromat and stole 38 records. No attempt was made to break into the money box, according to police who investigated the robbery.

Portland Tables Move to Set Up Game Authority

PORTLAND, Ore.—An amendment to the city amusement license code has been stalled temporarily. The new rule would establish a committee to pass on the legality of games and approve or disapprove license applications.

Several coin machine firms retained Francis E. Harrington, attorney, to represent them. They are Dunis Amusement Company, N. W Sales Company, Popular Amusement Company, Melody Amusement Company and the Stan Terry Amusement Company.

According to Harrington, the proposed legislation "would grant to this committee the authority to legislate in the criminal field."

He added that the phrase referring to a device "likely to be used for gambling" could be construed to mean almost anything.

One commissioner asked Harrington if he thought such an ordinance could prohibit football games on TV since they contributed to the establishment of football pools.

"As a father of eight children," Harrington replied, "I'm not qualified to answer that—I'm prejudiced against television."

The basic problem of operators, explained Harrington, is that patrons tire of games rapidly and play falls off. The industry must introduce new games frequently.

The proposed amendment, he added, would give the committee blanket authority to outlaw new machines, even though such machines had not been classified as gambling devices by the courts.

Action on the amendment has been postponed for two weeks.

Harry Brown, Club Equipment, Dies in Chicago

CHICAGO—Harry H. Brown, long-time coin machine veteran and owner of Club Equipment Corporation, operators and jobbers, died here last Monday (26). Brown was 58 years old.

His wife, Freda, will continue to operate the firm. Brown has been in various phases of the coin machine business for some 35 years. He was taken to Weiss Memorial Hospital, Saturday (24) after suffering a heart attack. The second, and fatal attack, came Monday morning.

Funeral services and burial were in Philadelphia, Brown's original home, last week.

The Chicago operator was active in numerous civic and philanthropic organizations, including B'nai B'rith and The Loyal Order of Moose. Besides his wife, he is survived by his son, Stanley, and two grandchildren, Bennett and Leslie.

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Herbert Beitel Resigns Post as NAMA Counsel

CHICAGO—Herbert M. Beitel, well-known legislative counsel of the National Automatic Merchandising Association, is resigning his post.

The surprise announcement came last week from Thomas B. Hungerford, executive director of the association, who said that "Beitel is planning to join a private business enterprise on the East Coast in which he owns an interest."

A successor to Beitel is expected to he named within the next few weeks. Hungerford said that all present staff assignments in NAMA's legislative department will continue.

Beitel has heen with the NAMA legal staff for the past five years. He's been particularly active in fighting discriminatory vending legislation on hoth the State and national levels. A frequent traveler, Beitel was a familiar figure at various local and State association meetings thruout the country.

Praising Beitel's work with NAMA during the past years, Hungerford said, "He's done an outstanding joh for the vending industry and will be sorely missed not only hy our staff and myself hut hy many hundreds of memhers throughout the country whose interests he has served so capably and effectively."

Hungerford said that Beitel is assisting in the search for a qualified successor and that Beitel will be instrumental in acquainting him with NAMA's legislative problems and activities

Reluctant

In explaining his decision to leave, Beitel said that his new activity may ultimately have important applications in the vending industry. He declined to go into further detail.

"I have reached the decision to leave very reluctantly," he said. "It is my hope to be able to serve the vending industry in many ways in my new position. To the many

(Continued on page 60)

WANT BINGOS

From Night Club up

ALSO WANT

United Jumbo Bowling Alleys
United Midget Alley
United Shooting Star
Bally Space Gunner
Bally Golf Champ
Exhibit Pop Gun
Genco Gypsy Grandma
Genco Circus
Genco Gun Club
Chicago Coin "Around-The-World Trainer"
Chicago Coin Twin Hockey
Williams Vanguard
Philadelphia Toboggan Skee Alley

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Cincinnati 22, Ohio

Detroit Op Gives Formula

• Continued from page 51

finds new business places or places under new management as likely prospects. Sometimes he calls "cold" on a location.

He likes to fill in his route pattern, with locations close together. As he goes down a business street where he has a stop, he looks in the appropriate store windows nearby to see if they have machines. If he does not see a machine, be then goes in and makes a solicitation (thus avoiding the appearance of seeking to "bounce out" a competing operator who has the spot).

"When you first go in, put in the best machine you have—one that is clean, that appeals to the eye, and will not crush the merchandise (such as pistachios). When you go hack for your first service call, make a special check of everything. Make sure you have the proper amount of money for the merchandise sold. Make sure the machine is in good shape, and the proprietor has not allowed anyone to mess with it. Often you run into a proprietor who tries to get something out of the machine for nothing.

"When trouble like this is encountered, I don't just pull out the machine, but replace it hy another."

Machine Switches

It may be best to replace by another make—Garden makes up to five or six such replacements when necessary, before giving up: "As long as you are breaking even and doing a little hetter all the time, finally getting down to the make that will go there without any trouble—then you can start making money."

Trouhle arises when someone at the location finds out how to slug or rifle the machine. Or the location owner may be lax and kids will damage it—but replacement with a different type of machine may solve the problem and keep a worth-while location.

A Northwestern gum vendor is a typical example—two weeks after placement, he found it broken, with a nail file inside. He replaced it with a Columbus unit, and it operates very well—but the reverse experience could also happen, with a Northwestern replacing a Columhus, according to the location, Garden notes. He accounts for this instance as resulting from the Northwestern's not taking a washer, while the Columbus machine will. The location owner catches patrons with the washers and puts a stop to it while the first machine just invited vandalism from some patron hy refusing the washers.

Coin Mechanisms

Another prohlem related to this was posed by the older Northwestern venders, no longer manufactured hut still on many routes. Patrons tended to put matches or toothpicks in the coin chute. This would jam the machine, and if they tried to force it, the gears would be broken. His answer is to replace it with a simpler type of mechanism, like the Columhus. This prohlem has been eliminated hy newer types of machines.

"Certain merchandise that will go well in one location will not move at all in another," Garden says. "The only way to find out is by experience. When one thing doesn't go, try another."

The whim of the patrons is the only answer, he suggests. Spanish peanuts may go well in one place, and languish just across the street. His typical formula, if pistachios do not sell, is to try cashews. If they don't sell, he tries Spanish peanuts and finally, hlanched peanuts.

Nut Mixtures

Mixing nuts is another technique be finds sometimes useful when a difficult location is encountered. He uses about 70 per cent Spanish peanuts, 20 per cent hlanched, and 10 per cent cashews—just enough to show. This mixture will cost about 50 cents a pound wholesale, and hring in 80-85 cents gross—enough to justify operation on a three-machine spot—prohahly with pistachios and gum in the other two units.

The Spanish nuts are the hackhone of Garden's business — the hest seller, with the hest margin of profit. A machine will hold about six pounds of nuts costing 30 cents a pound, and take in $3.50 to $4 depending on the size of the nuts. Garden figures that Spanish peanuts give a net after expenses of about 30 per cent, with commissions ranging 10 to 20 per cent—dependent upon the profitability of the location.

Basic Service

Regularity of basic service plus flexibility for special calls will meet general operating problems, Garden believes. He regularly services all his machines at two-to-four-week intervals, some as often as every 10 days. The type of merchandise, turnover and location in the store determine frequency. If the machine is in a place where the summer sun will reach it, the rate must be stepped up accordingly.

Special service calls must be answered promptly—not later than the next day. Garden arranges his work so that he will use the occasion of a special service trip to perform his routine service in the same part of the city, unless he has just been over that section. This conserves mileage and time.

"Sometimes the proprietor takes care of everyone else hut you," a problem only occasionally met these days. Garden diagnosis, "Usually the owner wants to take care of you, and get you out of there. But sometimes one will want to take care of everyone else first and then want to ask all kinds of questions. But the operator's time is money.

"The way to handle this situation is to have the money count all ready and put his share of the money right on the counter by the till. Then he can't refuse it, or find an excuse for delay—and you can be on your way."

Quick Exit

Garden says that when the location owner continues visiting with a customer, the solution is to cut in politely, with "Pardon the interruption, Mr. ——. Here is your money. Do you need any more pennies?" Then he moves on—and it works, if done tactfully. This is where personal understanding of people pays off.

Finally there is the case of the location where the machines are turned around to the wall when the nightly clean-up is made. The operator discovers this when he comes to make his regular call. This is the time to call the location owner's attention to the fact or he may never notice it—and both operator and location will be out of revenue. It is a little point easily overlooked, and needs to be called to attention.

A variety of problems — from operational difficulties to the riddles of good salesmanship and management — hut Garden's 34 years of sound operating experience have provided some location-tested answers that can be shared with and pondered hy the industry.

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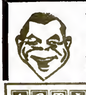

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2 Bally Big Innings	195	3 Bally ABC Lanes, 14 ft.	110
2 United Star Slugger	90	3 Bally ABC Lanes, 11 ft.	90

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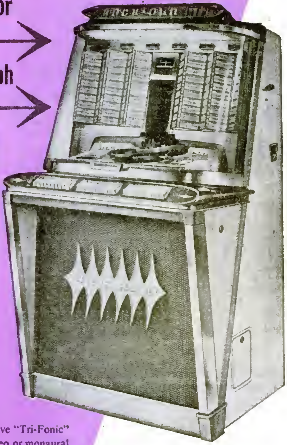

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HORATIO ALGER STORY

Years of Hard Work Pay Off for Pete Gurley, Little Rock Operator

By ELTON WHISENHUNT

LITTLE ROCK — This is the success story of a young man who cama off a farm at the age of 15, went to work in tha coin machine business with nothing but the clothes on bis back and today is a prosperous and successful routa owner at 35.

He is Peta Gurley, happily married and the father of four children, and owner of Ace Music Company with 41 good locations to which he gives first class service and gets good return for bis work and investment.

But it was not as easy to do as it is to say that it has been done. It took hard work, sometimes 16 to 18 hours a day, to get off the ground. And it took bitter disappointment in learning about human nature.

Here's the story:

Pete began work for a few dollars a week for an operator and later, because he had applied himself well and learned the business, was hired away with an offer of better pay.

The Promise

His new employer also told him if he turned out well and made the owner some money, in 10 years he, the owner, would give Pete a half interest in the business.

Pete worked hard for 10 years. He built the route up. He kept it in good shape. He had the money rolling in. The boss had a lucrative business and could afford trips to Miami, Texas, California, about any place he wanted to go. And he went with periodic frequency because Pete was honest, capable and the route was in good hands.

Pete looked forward to the end of tha 10 years. When they were up, be could enjoy some of the profits. He had worked hard for them and, with profit-sharing, be could get a good rest and enjoy an occasional vacation trip himself.

Quit Job

But when the 10 years were up the owner asked him to "give me a little more time." Pete did. Pete gave him a year. Still the owner would not keep his promise. So Pete resigned.

Pete had worked himself into a good wage at the time he resigned. He was making $200 a week. That was one of the arguments the owner used in refusing bis former promise.

"You're making more than any route manager in town," the owner had said.

Not Enough Cash

But Pete decided to try it on his own. He had $6,000 saved up. He went to a distributor and told him he wanted to begin a route. The distributor discouraged him, would not carry Pete's notes while he got started and told him it would "take you $50,000 to get started in this business."

PETE GURLEY

But what happened next was that Pete learned there is a good sida to human nature. He found it in Geoge Sammons, president of Sammons - Pennington Company, Memphis, leading distributor in the Mid-South.

"You can have anything you want," Sammons told Pete. "We'll carry you till you can make the note payments."

So Peta was in business. He started out small, made it pay and each year added a few pieces of equipment to his route. His profits increased each year, so he re-invested soma in more machines.

Today he has machines at 41 locations and is still acquiring a new location here and there from tima to tima and is ona of the most successful "rags to riches" stories in Arkansas.

"I couldn't have done it without George Sammons," said Pete. But Sammons is a modest fellow and attributes Pete's success to his hard work and sound operating principles.

Herbert Beitel

● Continued from page 58

members of NAMA who have contributed so freely of their time and energy in order to assure the success of our legislative activities, I owe a real debt of gratitude. It is difficult to express the pleasure and satisfaction which have come to me from working with the members and staff of tha association in these past years."

"Although Beitel will be located in an Eastern city, wa plan to utilize his experience and help when specific problems arise in that part of tha country," Hungerford said.

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European News Briefs

Malta Has a Juke Box Boom

VALETTA, Malta—Juke boxes nearly doubled on Malta in 1960, jumping from 265 to nearly 500, giving Malta its biggest box boom ever. John Pirotta, director of the Malta Juke Box Company, reports that he is not only expanding the importation of juke boxes but is also entering the coin game field, concentrating on bowling alleys. A number of new companies are being formed on the island to operate coin machines. The Maltese are exporting most of their new machines from West Germany. Particular effort is being made to develop coin machine locations in Valetta harbor, which is visited by a procession of ships from all over the world. This Mediterranean maritime traffic is rated by the experts here as a potential coin machine gold mine. The majority of new operating firms are concentrating on the waterfront area, siting juke boxes, games and venders in the same location.

Coinmen Honor Nadolny

TRIER, West Germany—Kurt Nadolny is observing his 30th anniversary as a coin machine operator. Nadolny is the dean of operators in the Rhineland-Palatinate, and he is being honored this month with a series of testimonial dinners and parties marking his anniversary. The veteran operator is looked up to in this frontier area, where the borders of France, Luxembourg and West Germany meet, as a "coin machine statesman." Nadolny has been a prime mover in the campaign to promote co-operation among the coin machine operators of the various European lands. The Trier operator's specialty is the promotion of friendship among operators in this border area through operator-to-operator contacts.

Danish Juke Box Imports Up

COPENHAGEN—There has been substantial increase in West German coin machine exports to Denmark in 1960, with juke boxes pacing the field. The trade here estimates German juke box deliveries have jumped 17 per cent over 1959. German juke boxes are now in virtually every city, town and hamlet in this country with juke boxes. There has also been a corresponding gain in American boxes, proving, as the trade is joking, that U. S. and German boxes can "co-exist." The "U. S. versus Germany" line-up in the juke box sales competition consists of Hans Ziirsen (Symphonic and Fanfare), Knud Petersen (Tonomat), Dansk Grammofon Automats A S (IMA-AMI), Jorgensen Brothers (Wurlitzer), Nordisk Automat (Rock-Ola and Seeburg), and Siesbye (AMI). The Hans Ziirsen Company, one of the biggest in Scandinavia, is a heavy importer from West Germany. Ziirsen operates a plant producing juke boxes and arcade games. Jorgensen, distributor of Steinway pianos and Hammond organs, is expanding into Sweden and Norway, opening branches in Malmo and Oslo.

Russo-German Trade

BONN—The export of West German coin machines to Russia will be placed under substantial difficulty with expiration of the Russo-German trade pact. The agreement expired at the end of the year. Bonn and Moscow negotiated for a new pact but were unable to reach agreement. The negotiations foundered on the Bonn government's insistence that a new pact include West Berlin. This clause in effect would establish the legality of West German jurisdiction over West Berlin, which the Soviets claim is a "free and independent" city. West German coin machine manufacturers had hoped to use a new Bonn-Moscow trade pact as a channel for steadily increasing German coin machine exports to the Soviet Union. Despite indications Russia intends building coin machines, the Germans hoped to gain a Russian market for at least five years or more, this being the length of time experts here calculated it will take the Soviets to develop their own production. Moreover, there have been indications the Soviets would prefer to import certain types of coin machines, primarily juke boxes and possibly coin games, from West Germany and concentrate domestic efforts on vending machines, which is the chief Soviet coin machine interest.

Stout Blasts Record Firms on Failure to Supply Stereo Disks

CHICAGO — Gordon Stout, peppery and often outspoken veteran of the coin machine business, and a director of Music Operators of America, has taken a blast at the record industry for its failure to supply juke box operators with enough stereo singles.

Stout, who operates in Pierre, S. D., charged that "either in the production or in the distribution end of the record business, or both, we (operators) have been let down. We can't get the new stereo sound recordings we want, when we want them."

The coin machine veteran, active in numerous local associations as well as MOA, issued his blast in an open letter to the industry, mailed to The Billboard last week.

33 Singles

He also questioned whether the new 33-speed single would solve any problems, and if the "availability of new records, in this new speed, would be any better."

Stout pointed out that last year, when the 33-speed singles were introduced to the trade on a broad scale, "one juke box manufacturer came out at once with equipment to play the new speed and this year, other firms have followed suit."

"The question is," he adds, "will the availability of the new records (33-singles) be any better in this new speed or will it become even more complicated for distributors, dealers, and operators to anticipate the customers' demands?"

Modest Success

Going into his firm's background, Stout said "We know very little about how music is created, popularized and re-created on records for mechanical reproduction on phonographs." But, he pointed out, "we do know something about the juke box business, having enjoyed a modest success over a period of some 20 years."

Interviewed further by The Billboard, Stout said this about stereo singles: "We can't get any at all. We can get some EP's, but you ruin your selectivity that way." "The juke box business is built on the selectivity principle," he said. "The customer has got to be able to pick a tune for his money—not just get a package that might have something he wants and some things he doesn't."

Stout said his firm has been buying records directly from distributors but lately has been experimenting with one-stops in Minneapolis and Denver.

Distributors

Commenting on distributors, he said his firm often will order so many of a stereo tune, only to be told by the distributor that "we don't have that many."

Stout says he doesn't like to back-order a popular tune because by the time the records are delivered, it's almost too late from the juke box standpoint.

He says he gets "all the monaural he wants, and the only salvation is that even monaural sounds better on dual amplification." The Pierre coin machine veteran said his firm has been buying only stereo machines for the past 2½ years and that currently about 60 to 75 per cent of his route is made up of stereo equipment.

One thing Stout did praise was the new reverberation principle used on a current juke box model and several home phonograph models, saying it would "greatly improve the sound of any recording —stereo or monaural."

East Pa. Operators Plan for 1961

NORRISTOWN, Pa. — The Eastern Pennsylvania Amusement Machine Association is going to have a very busy year in 1961 if Sid DeAngelis has anything to do with it.

And he should. He is the new manager of the association that covers three counties. Actually, he was the first manager when the group was formed five years ago, but left after his first year to become an assistant district attorney

DeAngelis has invited all the members of the association to drop into his office to discuss the group's plans. "One thing," he said, "I think the operators should have a closer relationship with the distributors. I'll see what I can do about this."

Distributors are honorary members of the EPAMA.

At its December dinner-meeting Wednesday (14), the Eastern Pennsylvania group formally merged with the Lehigh Valley Amusement Machine Operators Association. Plans were worked out previously, but the actually uniting was done at this meeting.

Archie Federman, who was the president of the Lehigh Valley group, was named to the EPAMA board of directors to raise the number to four.

The association will continue to meet on the third Wednesday of the month at the General DeKalb Inn, here.

Ball-Point Pen Vender Termed Gaming Device

CALGARY, Alta.—A precedent-setting decision was brought down in city police court Friday (9) when Joseph Roberts, a Calgary coffee shop proprietor, was convicted of operating a gaming house because he had allowed patrons to operate a ball-point pen vending machine on his premises.

Roberts was fined $25 and costs. His lawyer indicated the decision might be appealed.

The machine offered pens valued at either 10 cents, 50 cents or $1 for a deposit of a dime. A cylinder in the machine rotated each time a dime was inserted and there was no way a customer could tell the value of the pen he would receive.

Value Unknown

Three pens taken from the machine were entered as court exhibits. Each was slightly different, and two were stamped with either "Retail Value 50 Cents" or "Retail Value $1."

Defense lawyer MacDonald Millard argued there was no evidence that the pens were actually of varying values and said a customer was taking no chance.

"After all, he inserts a dime and he gets a pen. There was no chance involved. He is after a pen and he gets one."

The sign on the machine stating the pens were of different values was termed "puffery."

"A merchant can puff his own goods all he wants to," Millard said. "All the department stores do it."

Magistrate R. V. Rea held, however, the sign was an invitation to gamble. "A person puts a dime in the machine in hopes of getting a 50-cent or a dollar pen," he said.

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Keeney Criss Cross Diamond	275
Bally Skill Score (new)	195
Bally Skill Derby (fs)	295
Bally Jamboree	Call or write
Auto Bell Circus Play Ball	125
Auto Bell Circus Wagon Wheel	125
Auto Bell Galloping Dominoes	145
Auto Bell Mermaid	175
Auto Bell Horoscopes (fl. samp.)	145

MUSIC

Rock-Ola 1432 (45 rpm)	$ 75
AMI C-40 (45 rpm)	65
Seeburg V-200 (conv. to VL with speed read program holder)	275

ARCADES

Bally Lucky Alley, 11' & 14'	$395
Bally Trophy Bowler, 14'	345
Bally Strike Bowler, 14'	225
Bally Jet Shuffle Bowler, 8½'	65
Wms. Super World Series	45
Bally Twin Pony (floor sample)	445

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ROCK-OLA 1478-120	775	SEEBURG HF-100 G	375
ROCK-OLA 1468-120	675	SEEBURG M-100 C	275
ROCK-OLA 1458-120	525	SEEBURG M-100 R	225
SEEBURG HF-100 L	475	A.M.I. G-120	345
SEEBURG HF-100 R	448	A.M.I. F-120	275
SEEBURG KDH-200	495	A.M.I. F-120	145
WURLITZER 2150	395	A.M.I. E-80	145
WURLITZER 2104	445	A.M.I. D-80	125
ROCK-OLA 1448-120	375	ROCK-OLA 1454-120	425

SPECIALS!

Bally LOTTAFUN	Bally BEAUTY CONTEST
$345	$175

Cable Address "GAMES" Chicago
Terms: 1/3 Deposit, Balance Sight Draft.

Game Makers

• Continued from page 52

new pool game models appeared. Bu here again, the figures fall to tell the story. Most operators are doing very well with pool tables on location and are buying many models in stock and in production from manufacturers.

It was a poor year for baseball games in terms of numbers bowed. Just two appeared, while four models—a traditional figure—were introduced in most other years, always in the springtime.

From the figures above, it might be deducted that the drop off in 1960, within each general category, was slight if there was any drop at all.

But there is an almost hidden factor that accounts — in terms of totals—for the cutback from 1959 and other years. This is the almost utter lack of novelty machines—a group that accounted for up to and over 25 per cent of total new model introductions in most other years. There were half a dozen in 1960.

The dearth in the novelty crop ties in with the manufacturers' failure to come up with a hot new location game. For it is usually from this novelty group that the hot new games of other years came. From a pure percentage point of view, the more "experiments" conducted by producers in the form of novelty attractions, the bigger the chance of coming up with a strong new game.

With 1960 showing 77 new models, other years stack up as follows: introductions hit 113 in 1954, ran to 130 in 1955, rose to 133 in 1956, 93 in 1957, 94 in 1957 and 93 in 1959. Big portions of the 1955 and 1956 crops consisted of pool game models, but the big 1954 output was notched without the help of the low-cost, easy-to-make pool games.

Answering Service

• Continued from page 52

which time the location owner was likely to get a bit hot under the collar.

Now, before starting out on the day's chores, which may involve 200 miles of driving, Rogers checks with his answering service located in Colby, gives the operator a rough itinerary for the day and departs, knowing that he will usually get one or two calls during the day.

The answering service takes all incoming calls, of course, and if the subject is a machine breakdown will immediately start a telephone search for Rogers. Usually two or three calls will locate him swiftly, particularly since Rogers makes a point of telling every location owner where his next stop will be, whether it is for lunch, a service call up the road a few miles or a garage stop to have his car serviced.

Well aware of the importance of maintaining every location in this sparsely settled section of the State, Rogers sees to it that he answers every emergency call as fast as the highway will permit, dropping collections and routine service calls in order to get the emergency repair finished.

Since most of his location owners are aware of his answering service and that he may be many miles away when the call comes in, he gets excellent appreciation and good will. This is highly important in these days of intense competition for every profitable spot, Rogers avers.

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

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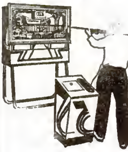

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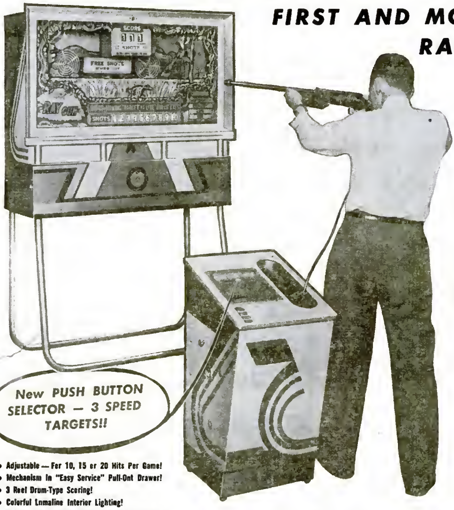
It's Always Profitable to Operate Gottlieb Games!

CHICAGO COIN'S

ALL NEW "ELECTRONIC-EYE"

RAY GUN



FIRST AND MOST SENSATIONAL RAY GUN IN YEARS!

New — TRANSISTOR Type PHOTO ELECTRIC CELLS! New Modern Circuitry — NO AMPLIFIER!!

New LIGHTWEIGHT RIFLE — RECOIL ACTION — SHOOTS SINGLE or RAPID FIRE!!

4 MOVING and 2 Stationary TARGETS — 3-DIMENSIONAL SCENERY!!

FITS ALL LOCATIONS — Minimum Space 6 Feet! Maximum Space 15 Feet!

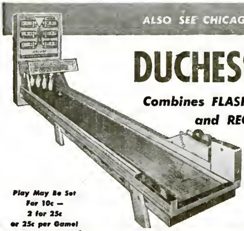
20 SHOTS 10c — POSSIBLE 100 BONUS SHOTS!!

New PUSH BUTTON SELECTOR — 3 SPEED TARGETS!!

- Adjustable — For 10, 15 or 20 Hits Per Game!
- Mechanism In "Easy Service" Pull-Ont Drawer!
- 3 Reel Drum-Type Scoring!
- Colorful Lumaline Interior Lighting!
- Modern Steel Tubing Stand (Cabinet Also May Be HUNG On Wall)!
- All Steel Coin Box!

. TESTED! THE COIN BOX TELLS THE STORY!

ALSO SEE CHICAGO COIN'S POPULAR LINE OF BOWLING GAMES — AT YOUR DISTRIBUTORS!

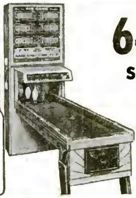


DUCHESS BOWLER

Combines FLASH-O-MATIC, ALL-STRIKE and REGULATION SCORING!

Play May Be Set For 10c — 2 for 25c or 25c per Game!

Also Available Companion to DUCHESS —
DUKE
BOWLER
with ALL-STRIKE and REGULATION SCORING!

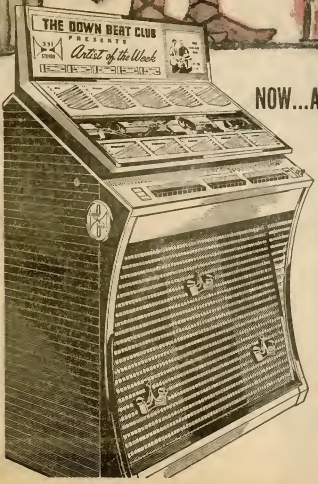


6-GAME

SHUFFLE BOWLER

1. ALL STRIKE Bowling!
2. REGULATION Bowling!
3. REGULAR HANDICAP Bowling!
4. FLASH-O-MATIC Bowling!
5. LITE-O-MATIC Bowling!
6. RED PIN Bowling!

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



NOW...A BRAND-NEW MUSICAL ACT EVERY WEEK!

There's always a new, top-star show at the location that features a Seeburg **ARTIST OF THE WEEK** phonograph.

No wonder this realistic Seeburg music-merchandising plan is opening up new top locations. And rolling up new top earnings, too.

ARTIST OF THE WEEK means this: every week ten hot new album hits, by the same artist, in fabulous 33⅓ stereo! Most of these new top-sellers are simply not available as 45's.

That's why only **ARTIST OF THE WEEK** can give you *all* the new hits to sell. Locations profit most. The operator profits most.

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PERSONALIZED FOR YOUR LOCATIONS!